CANADIAN

Coin Box MAGAZINE

NEWS
FOR THE
COIN OPERATED
ENTERTAINMENT
INDUSTRY
JUNE 1994



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CANADIAN
Coin Box MAGAZINE

NEWS FOR THE COIN OPERATED AMUSEMENT INDUSTRY

Published since 1946

Cover

The Konami (America), Inc. Enforcers with Lethal Enforcers. From left: Darren Dacatoire, Account Exec.; Mike Rudowicz, Pres. Coin-Op Div.; Mark Porwit, Product Manager.; Mike Kubin, National Director of Sales.

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June 1994

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Coin Box looks into the legality of redemption games across the country.

22 Operator Profile: Fun City

Fun City, Toronto, Ont., is perhaps the largest arcade/family fun centre of its kind in Canada.

26 The Discovery Zone Invasion

The people who brought us Blockbuster Video Stores are bringing Discovery Zone FunCentres to your neighborhood .

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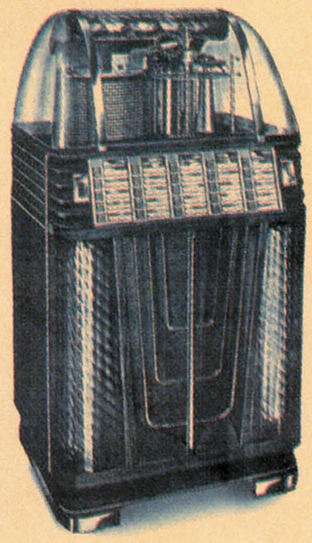
L E G E N D

Few Things Attract More Attention





David Rockola left an indelible mark on the industry that literally echoed his name. For nearly sixty years the Rock-Ola name has stood for quality and durability at a reasonable price.



From Big Band to Bee Bop, Boogie Woogie to Blues — Our jukeboxes are always at the top of the charts. And, Legend has it that Rock'n Roll was actually coined from the name Rock-Ola.

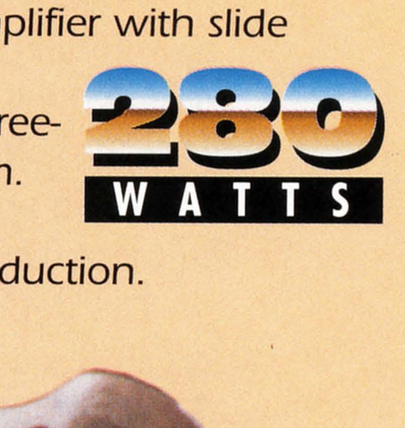
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The LEGEND boasts a powerful 280 watt (RMS) amplifier with slide equalizers and six-speaker, dual three-way speaker system. The result is clear, digital sound reproduction.

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PERSPECTIVES

with Sandra Anderson

Pool in the Poll

At least once a year, I turn over this space to a plea for responses to our Top 10 Game Poll, which appears on page 6 of every issue.

Summer is here, and people in your offices are going on vacation, which means when we try to get responses to our polls, the person who usually answers them won't be there so we get no response.

I realize that filling out a Top Ten Game Poll for *Canadian Coin Box* magazine is low on your list of priorities, but perhaps the person leaving for the water and sunny skies, could let whoever takes over for them know that there will be a game poll to fill out for their industry's magazine. (Hey it's worth a try.)

I've always believed our game polls are similar to an Ann Landers Column in a daily newspaper—people read it religiously, sometimes take its advice, often complain about it, but would never admit that they do any of the above.

The following is a letter received regarding a certain poll result.

To Canadian Coin Box,

Regarding the Poll Results...we understand that billiard tables would place second in other games for top earnings, but we do question the accuracy of giving Valley credit. Coin-operated pool tables, whether Dynamo, Global, Valley or the Great American, which we distribute, all will generate top dollars in top locations. Basically a billiard table is a billiard table...all play the same. The customer draw is not due to Valley, but rather to the game and the establishment.

Coin Box may want to poll reliability of coin-operated billiard tables for the operators, or on popularity, but to base it on earnings doesn't seem quite fair. Undoubtedly we have a vested interest in the product we distribute, but your poll indicates that the Valley product is a superior income generator, which we do not believe. Income is based in billiards upon location.

Respectfully Yours,

Branko Brkovitch, Billiard Wholesalers Ltd., Kitchener, Ontario.

Dear Mr. Brkovitch,

You have made very valid points here. I would question however, whether Valley representatives would agree with them.

To defend our Best Other Game category, it was created mainly to cover any game, be it redemption or a tavern piece, that doesn't fall under our dedicated video, kit and pinball categories. Also our poll results are based on a small sample. Valley is obviously the pool table of choice among our respondents who represent operators both large and small, in both urban and rural areas across the country. If the majority of them tend to purchase a certain brand of table, their actions should be sending a message to the manufacturer, distributor and making a comment about the industry in general. And I think you will find if you talk to members of player-based pool leagues that players do have a preference in table.

Perhaps you and other distributors of non-Valley pool tables could encourage operators to respond to our polls, then perhaps the results of future pools will turn out differently, or perhaps not.

I would like to know how our operator-readers feel about this and about our poll in general.

I welcome any faxes or letters of any kind. We need to know how we're really doing. Should we be doing things differently? Would you like a column specifically for redemption? Should we have a top ten MIXED game poll, so you could see if certain pins are better than certain videos for example? Let us hear from you. (I'm sure I'll hear from Valley as soon as they see this.) ❑

$ VLT COIN BOX $

New Brunswick

April 1, 1994 to May 14, 1994
(Based on 3,218 VLTs in 1,566 locations)

Cash in terminals	24.5 mil
Total winnings	13.7 mil
Lottery/gov't share	4.8 mil
Operator's share	3.3 mil

Percentage breakdown: Gov't = 40%; location = 30%; operators = 30%.

Newfoundland/Labrador

April 1, 1994 to May 14, 1994
(Based on 1,709 VLTs in 437 locations)

Cash in terminals	18.1 mil
Total winnings	12.4 mil
Lottery/gov't share	4.6 mil

Percentage breakdown: Gov't = 80%; location = 20%.

Nova Scotia

April 1, 1994 to May 14, 1994
(Based on 1,933 VLTs in 436 locations)

Cash in terminals	32.9 mil
Total winnings	23.3 mil
Lottery/gov't share	6.5 mil

Percentage breakdown: Gov't = 65%; location = 35%.

Prince Edward Island

April 1, 1994 to May 14, 1994
(Based on 530 VLTs in 230 locations)

Cash in terminals	3.8 mil
Total winnings	2.1 mil
Lottery/gov't share	924,143.73
Operator's share	433,705.52

Percentage breakdown: Gov't = 50%; location = 25%; operators = 25%.

Editors Note: These figures are based on averages provided by the Atlantic Lottery Corporation. Please note that video lottery sales are net sales (net of prizes). Operators are advised that these figures are to be used only as a reference. Payout percentages are different for each province, and rules regarding machine placement are also different. It is also not clear whether the government has added various taxes and other operation costs to their lottery share figures stated here. For other sources of information, your provincial operators' association and lottery board should be contacted. Video lottery figures for the provinces of Manitoba, Saskatchewan and Alberta, are unavailable.

NOTICE TO OUR READERS

The operation of some of the games advertised in this publication and the features therein may be subject to various federal, provincial and/or local laws or regulations. It is not intended herein to solicit the sale of such games in any jurisdiction wherein the same may not be legally sold or operated.

—The Publishers

Canadian Coin Box Magazine

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TOP TEN GAME POLL

RANK		TITLE (Manufacturer)	RATING	MONTHS
	( )	Previous month	(1-5, 5 is tops)	ON CHART
DEDICATED GAMES				
1.	(2)	Virtua Fighter (Sega)	4.5	2
2.	(1)	Ridge Racer (Namco)	4.4	2
3.	(3)	Mortal Kombat II (Midway)	4.0	5
4.	(6)	Virtua Racing (Sega)	3.9	14
5.	(—)	Lethal Enforcers II (Konami)	3.5	—
6.	(7)	NBA Jam (Midway)	3.0	11
7.	(4)	Outrunners (Sega)	2.8	7
8.	(5)	Suzuka 8 Hours (Namco)	2.7	15
9.	(9)	Lethal Enforcers (Konami)	2.5	16
10.	(8)	Super Street Fighter II (Capcom)	2.2	3
VIDEO KITS				
1.	(2)	Super Street Fighter II (Capcom)	4.5	5
2.	(1)	World Rally (Atari)	4.0	2
3.	(—)	Dungeons & Dragons (Capcom)	4.0	—
4.	(3)	Mortal Kombat (Midway)	3.8	14
5.	(5)	NBA Jam (Midway)	3.7	2
6.	(6)	Samurai Shodown (SNK)	3.0	7
7.	(4)	Gal's Panic II (Kaneko)	3.0	2*
8.	(9)	Fatal Fury 2 (SNK)	2.9	10
9.	(7)	Street Fighter II: Champion (Capcom)	2.5	18
10.	(—)	World Heroes 2 (SNK)	2.4	—
PINBALL				
1.	(1)	Star Trek:TNG (Williams)	4.8	4
2.	(2)	Indiana Jones (Williams)	4.1	5
3.	(—)	Rescue 911 (Premier)	3.8	—
4.	(5)	Twilight Zone (Bally)	3.6	9
5.	(—)	Tommy (Data East)	3.5	—
6.	(3)	Jurassic Park (Data East)	3.2	8
7.	(9)	Addams Family (Bally)	3.1	23
8.	(4)	Judge Dredd (Williams)	3.0	3
9.	(6)	White Water (Williams)	2.8	10
10.	(10)	Fish Tales (Williams)	2.0	2*
BEST OTHER GAMES				
1.	(1)	Air Hockey (Dynamo)	4.9	27
2.	(2)	Pool Table (Valley)	4.5	21
3.	(—)	Basketball (National Sports)	4.1	—

*Game reappears in top ten after absence.
#* Indicates how long the game has remained in poll after reappearance.

AN EXPLANATION

For this game poll we have compiled results received by operators on their opinions as to which were their top earning games, in four categories: dedicated video, video kits, pinballs and best other games. Each game was rated on **a scale of 1 to 5, with 5 representing superior earnings**. Above are the results of this poll. We invite all operators in Canada to participate in future polling. Just fill out the form located to the right and send the results by telephone, mail, or fax to our editorial offices (address, phone numbers at top right). Without your co-operation a poll such as this could not be possible. We also encourage comment on this poll. Perhaps there is information lacking you wish to have included, or a different way to compile the results.

NOTES ON OUR RANKINGS

For the purposes of this poll we consider SNK's Neo-Geo a dedicated game. If you are referring to the One-Slot version, please name the top earning software.

(This poll is for information purposes only and is based on a small statistical sample. Operators, of course, must use sound judgement and traditional methods for their purchasing decisions.)

GAME POLL FOR NEXT ISSUE

Please fill out this poll as completely as you can and return immediately to: Poll Results, Canadian Coin Box, 106 Lakeshore Rd., E., Suite 209, Port Credit, Ont. L5G 1E3 or fax905-271-6373. Your name and address are for verification purposes only. (Canadian operators only.)

TOP DEDICATED VIDEOS

Rank Title Pts (1-5, 5 is superior)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

TOP VIDEO KITS

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

TOP PINBALL MACHINES

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

BEST OTHER GAMES

1. _____
2. _____
3. _____
4. _____

Name: _____

Company: _____

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MAGIC MR.X™



Magic Mr.X is the easiest way to play tic tac toe in an arcade!

Just toss the balls into the playfield and watch the **X** mark the spot!

Throw the balls into a horizontal, vertical, or diagonal configuration or connect 2 balls and win tickets!

Then, watch as the **Magical Mr. X** dances around the backglass-
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Plus, **Magic Mr. X** incorporates these proven features:

- Metal ticket door for durability and operating ease.
- Ticket Dispenser either resets or finishes payout after new tickets are fed in- it's up to the Operator!
- Game shipped with Deltronics Ticket Dispenser, but is easily changable to any Ticket Dispenser.
- LED Display shows number of coins played- up to 4 coins.
- Colorful, easy to read instruction panel.
- Different levels of payout percentages are operator adjustable as are the bonus levels for the magic X!
- Drain hole provided in front of cabinet, in case of spills.
- Game shipped with 5 Balls- 3 for Game Play, 2 for Back Up!
- Game shipped in 1 Carton with skid for forklift accessiblity- Uncrate and place on location!
- UL LISTED

Game Specs: 80" H x 87" L x 31.5" W Weight: 600 lbs. Shipping Weight: 700 lbs.

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CANADA'S HIT LIST

(Published in *The Record* the week of May 16, 1994)

POP ADULT

WO	LW	TW	
7	1	1	**Madonna**—I'll Remember
10	2	2	**Bonnie Raitt**—Love Sneakin' Up...
5	7	3	**Toni Braxton**—You Mean The World...
12	4	4	**Michael Bolton**—Completely
11	3	5	**Cowboy Junkies**—Anniversary Song
6	6	6	**Celine Dion**—Misled
15	5	7	**Mariah Carey**—Without You
5	9	8	**Heart**—The Woman In Me
8	12	9	**Joshua Kadison**—Beautiful In My Eyes
8	11	10	**Big Mountain**—Baby I Love Your Way
5	16	11	**Rankin Family**—Borders And Time
11	10	12	**Billy Joel**—Lullabye
13	14	13	**Enigma**—Return To Innocence
16	8	14	**Bruce Springsteen**—Streets Of...
11	13	15	**Roch Voisine**—Lost Without You
2	37	16	**Jon Secada**—If You Go
15	17	17	**Crash Test Dummies**—Swimming In You
8	22	18	**Roxette**—Standing In My Car
12	19	19	**Blue Rodeo**—Hasn't Hit Me Yet
10	20	20	**k.d. Lang**—Hush Sweet Lover

COUNTRY

WO	LW	TW	
11	2	1	**Doug Stone**—Addicted To A Dollar
9	1	2	**Clint Black**—A Good Run Of Bad Luck
8	5	3	**Randy Travis**—Before You Kill Us All
12	9	4	**John Berry**—Your Love Amazes Me
10	7	5	**One Horse Blue**—Baby Don't Cry
7	11	6	**John M. Montgomery**—Rope The Moon
12	4	7	**Shenandoah**—If Bubba Can Dance
7	14	8	**George Strait**—Lovebug
7	10	9	**Prairie Oyster**—Such A Lonely One
12	6	10	**Wynonna**—Rock Bottom
8	20	11	**Toby Keith**—Wish I Didn't Know How
16	8	12	**Faith Hill**—Piece Of My Heart
8	17	13	**Jim Witter**—Sweet Sweet Poison
11	12	14	**Joan Kennedy**—Circle Of Love
9	15	15	**George Fox**—No Hasta La Vista Tonight
11	13	16	**Dwight Yoakam**—Try Not To Look So...
12	3	17	**Michelle Wright**—Now And Then
10	19	18	**Clay Walker**—Where Do I Fit In...
7	23	19	**Patty Loveless**—How Can I Help You...
5	21	20	**Rankin Family**—Borders And Time

These lists have been reprinted with permission of ***The Record****, Canada's weekly music business newspaper. Subscription enquiries should be directed to: The Record, P.O. Box 201, Station M, Toronto, Ontario M6S 4T3, tel: 416-533-9417, fax: 416-533-0367.*

TOP 20 RETAIL SINGLES

LW	TW	
1	1	**The Power Of Love**—Celine Dion (Epic/Sony)
3	2	**Streets Of Philadelphia**—Bruce Springsteen (Epic/Sony)
2	3	**Groove Thang**—Zhane (Motown/PGD)
5	4	**Stay**—Eternal (EMI)
4	5	**Without You**—Mariah Carey (Columbia/Sony)
5	6	**Ghetto Jam**—Domino (Columbia/Sony)
8	7	**Misled**—Celine Dion (Epic/Sony)
9	8	**Understanding**—Xscape (Columbia/Sony)
13	9	**Completely**—Michael Bolton (Columbia/Sony)
10	10	**Whatta Man**—Salt N' Pepa (Next Plateau/PGD)
14	11	**Sleeping In My Car**—Roxette (Capitol/EMI)
12	12	**Dreams**—Cranberries (Island/PGD)
11	13	**Hey DJ**—Lighter Shade Of Brown (Mercury/PGD)
21	14	**I'm In The Mood**—Ce Ce Peniston (A&M/PGD)
15	15	**Blame Your Parents**—54.40 (Columbia/Sony)
16	16	**I'll Remember**—Madonna (Sira/WMC)
18	17	**Ain't Going Out Like That**—Cypress Hill (Columbia/Sony)
19	18	**Miss You In A Heartbeat**—Def Leppard (Vertigo/PGD)
7	19	**Said I Loved You...**—Michael Bolton (Columbia/Sony)
20	20	**Yolanda**—Reality (Quality)

FRANCOPHONE TOP 20 ALBUMS

WO	LW	TW	
5	1	1	**Samedi Soir...**—Francis Cabrel (Chandelle/Select)
2	6	2	**Jezabel**—Gerry Boulet (Disques GIT/GAM)
9	2	3	**Les Grandes Chansons**—Herbert Leonard (PGC/Select)
4	3	4	**Les Grandes Chansons**—Haugues Aufray (PGC/Select)
5	5	5	**Francis Martin**—Frances Martin (PGC/Select)
43	4	6	**Corridors**—Laurence Jalbert (Audiogram/Select)
2	14	7	**Romantique**—Andre Gagnon (Star/Select)
70	8	8	**Les Insomniaques**—Daniel Belanger (Audiogram/Select)
7	9	9	**Starmanis**—Artistes Varies (Prod. Oxigene/GAM)
13	11	10	**Les Grandes Chansons (2)**—Michel Sardou (PGC/Select)
50	7	11	**Les Annees...**—Francine Raymond (Deauville/Select)
24	10	12	**Toujours La**—A. Morisoo/Sweet People (Kosmos/Select)
3	13	13	**La Regie Du Jeu**—Joane Labelle (SLP/GAM)
2	15	14	**Zola A Velo**—Jim Corcoran (Audiogram/Select)
25	12	15	**Vagabondage**—Richard Seguin (Audiogram/Select)
36	16	18	**Animal**—France D'Amour (Tacca/Select)
2	19	17	**Mes Annees '50**—Claude Leveillee (De L'Auba/GAM)
22		18	**Je Te Dis Vous**—Patricia Kaas (Sony)
63	17	19	**Lara Fabian**—Lara Fabian (Jill Records/Musicor)
3		20	**Vertiges**—Eva (Artic/Musicor)

DANCE CLUB CHART

WO	LW	TW	
8	1	1	**Joy**—Staxx Of Joy (Champion/Sony)
6	3	2	**I Like To Move It**—Reel II Real (Quality)
8	2	3	**Anything**—Culture Beat (Sony Dance Pool)
5	6	4	**I'll Wait**—Taylor Dayne (Arista/BMG)
4	7	5	**Higher Love**—Capital Sound (Poly Tel/PGD)
5	5	6	**Feels Like** ...—Urban Cookie Collective (Quality)
8	4	7	**Groove Thang**—Zhane (Motown/PGD)
3	12	8	**Beautiful People**—Barbara Tucker (5.R./Quality)
2	10	9	**Rhythm Of The**...Corona (NuMuzik/Polytel)
4	11	10	**Hey DJ**—Lighter Shade of Brown (Mercury/PGD)
2	16	11	**Let Me Show You**—K. Klass (SBK/EMI)
4	14	12	**It's All Good**—Hammer (Giant/WMC)
10	8	13	**What's Up**—Minnesota (Ariola/BMG)
8	13	14	**Cantaloop**—US3 (Blue Note/EMI)
new		15	**Hey Everybody—**DJ Company (Sony Dance Pool)
8	9	18	**The Sign**—Ace Of Base (Arista/BMG)
new		17	**100% Pure Love**—Crystal Waters (Mercury/PGD)
new		18	**Hold On**—Loft (Ariola/BMG)
new		19	**Let The Beat**—2 Unlimited (Radikal/Quality)
2	20	20	**My Love is Serious—**Sister Singh (ZYX/Quality)

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Daytona USA Havoc in Montreal

A Montreal operator got more than he bargained for when he placed Sega's *Daytona USA*, driving simulator, with its large screen in front of the window and open doors of his downtown main street arcade.

Jean-Pierre Auclair of Alouette Amusement Corporation, Montreal, says city police have come by twice a day to clear away the crowds in front of Casino Royal, a 50-piece arcade that has been open for some 15 years, on busy downtown St. Catherines Street.

Auclair says the crowds, sometimes 75 people thick, gather to watch Daytona USA being played through the window and open doors inhibiting daily pedestrian traffic on the sidewalk, but no one has been arrested.

The police have asked Alouette Amusement to turn down the game's sound, but Auclair says they are enjoying the attention the new game has been getting after only a week on location. The arcade is even getting free publicity as local media have requested interviews.

"When you pay $35,000 for a game, it's especially nice when it draws a lot of people," says Auclair.

Alouette Amusement Corp. has two of Sega's Daytona USA's that are doing extremely well on $1 play.





Above & below: Arcade draws crowds with Sega's Daytona USA.
Photos courtesy of Jean Coutu, Laniel Automatic.

Laniel Canada Wins TTC Bid

Laniel Canada Inc. of Montreal, Que., are pleased as punch lately as they beat out 10 to 15 companies for a contract with the Toronto Transit Commission (TTC) for 90 token changers to be installed by the end of the year.

The $750,000 contract will see 30 changers installed in Toronto's subway transit system in early September with the rest to be in place by late-December 1994.

"This is a very very good contract for us. We're very happy about it," said Denis Laniel of Laniel Canada.

He says the machines will incorporate a JCM bill acceptor and NRI coin acceptor and will be wheelchair accessible. TTC patrons will be able to purchase subway tokens from the machines using quarters, loonies, as well as $2, $5, $10 and $20 bills. The machines will be manufactured in Montreal.

Amer. Sammy's 1000th Game

American Sammy is pleased to announce that Grand Products has produced their 1,000th redemption game since September 1993. American Sammy would like to thank Grand products for their continued support in the development, design and production of the games, as well as their distributors.

First Casino opens in Ontario

Thousands flocked to Windsor, Ont., May 17 to witness the grand opening of Ontario's first casino.

The casino has a capacity of some 4,000 people which was filled minutes after the doors opened. Some 5000 people were lined up outside the doors an hour before opening on its first day, several of whom crossed over from the United States. It is expected some 10,000 visitors a day will cross the border to the casino.

The 50,000 sq. ft. casino is home to some 2000 slot machines in addition to blackjack, baccarat and roulette. Betting limits range from $5 to $5,000.

Local arcade operator Ed Chudyk feels the increased traffic in the area will help his business. His Fast Eddy's arcade is just down the road from the casino.

The provincial government retains ownership of the Casino Windsor site with operation done through a crown corporation with the help of experienced hands such as Ceasars World, Circus Circus Enterprises and Hilton Hotels Corp.. Casino hours are 11 a.m. to 4 a.m. Monday to Friday and full tilt 24 hours from Friday at 11 a.m. to 4 a.m. on Monday mornings.

ALG Update Kit

American Laser Games is offering operators a free update kit for *Shoot out at Old Tucson*.

The package includes a new CD-ROM program disc, plastic game guns, instruction decals and speaker grills.

The new CD-ROM disc, colour-coded blue, enables players to reload by either shooting off-screen or pointing the gun down.

All of these parts are being made available at no charge, but operators are requested to return the original orange CD-ROM disc and metal guns to American Laser Games distributors. Operators should contact the distributor they purchased the game from to take advantage of this offer.

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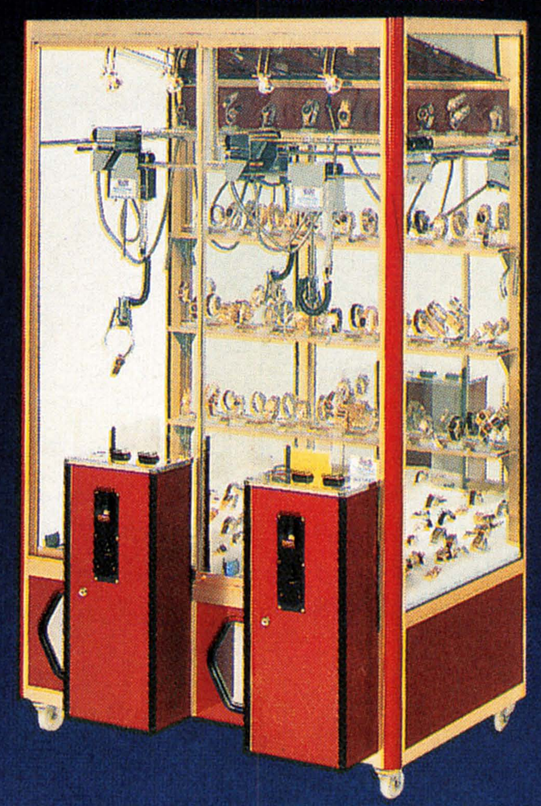
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Members of the Chinese Army and Valley's Cougar Darts at the AAMA's tradeshow booth in Shanghai. Valley Recreation Products was among a group of American manufacturers presenting their coin-op wares at a tradeshow in Shanghai in March, the largest-ever gathering of American companies in China.

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INDUSTRY NEWS

Studies Profile Manitoba VLT Users

The typical Manitoba video lottery terminal (VLT) player, at least in Brandon, has a high school education or better, a full time job and an annual income between $25,000 and $29,000. He also sticks to a gambling budget and incorporates playing VLTs in an evening, which includes going to a bar or lounge and meeting friends.

"We found a few people who were not well off, but for most people, the VLTs are affordable," reports University of Brandon psychologist Barbara Gfellner who put together the profile for the Brandon Crime Prevention Committee.

Gfellner's study was conducted in the spring, summer, and fall of 1993 in response to concerns about the potential impact of gambling and problem behaviours associated with it on the western Manitoba city of some 40,000. It was begun six months before VLTs were introduced into Winnipeg and a couple of months before the Manitoba Lotteries corporation opened its two new casinos in the capital city.

"We actually interviewed people who were playing the VLTs rather than conducting random telephone surveys," Gfellner says. "We interviewed 509 people. We asked them about other gambling activities as well as VLTs. We found they engaged in other gambling activity but used VLTs most frequently because they were the most readily available."

Although the interviewers didn't ask about problem gamblers, they surmised from the responses which players were addicted. They found that about 10 per cent of those surveyed could be considered problem gamblers as compared to 3 per cent usually cited from random surveys. Those problem gamblers were the players who were there to play VLTs rather than meet with friends and had no interest in controlling their play.

"A Minnesota study indicated that the more opportunities there are for legal gambling, the more people will gamble and the higher will be the proportion of problem gamblers," Gfellner reports. "It seems the government of Manitoba reacted promptly at the beginning when it introduced the VLT machines into the province, by instituting some therapeutic programs and phone lines. It is still too soon to tell if that is effective enough."

For University of Manitoba Social Work professor Dr. Neil Tudiver, it has not been enough. Based on results from a project Tudiver assigned his students for a seminar on poverty and social policy, Tudiver is calling on the government to conduct a full scale public inquiry into gambling.

"Our conclusions point to serious gaps in public policy," Tudiver says. "In a short time, the province has become operators of a large gambling industry, but policies have not been publicly discussed."

He is calling for public hearings and other research to arrive at gambling policies that balance the government's desire for revenue with fairness to gamblers. Tudiver and his students are concerned that the social costs of gambling have not been carefully considered, nor which elements of society are gambling, nor are there clear policies about how gambling money is being used or allocated. There is also the question of aboriginal jurisdiction over gambling establishments. They also feel that the approach taken to addiction has been too narrow, while gambling itself has been very aggressively encouraged by the government.

Lotteries Minister Jim Ernst is not impressed with Tudiver's call for an enquiry. He referred to a study by gambling consultant Dr. Rachel Volberg, which the government commissioned last summer, which identifies about three per cent of VLT users as problem gamblers. The government followed all her recommendations, he said.

—By Myron Love

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Catching the bus for lunch at the Beaver Club downtown, during Laniel Automatic's William's pinball service school.

Laniel Automatic Hosts Another Pinball School

Some 60 Quebec technicians and operators came to a Williams, Bally/Midway Service School, at Laniel Automatic Machines in Montreal, May 11, 1994, to learn about maintaining the newest features on the company's games.

Jean Coutu, vice president of Laniel Automatic says it was one of their largest schools and they will definitely have several more in the future.

Besides Tom Cahill, Williams' Service Manager, who taught the day-long seminar, Rachel Davies, Eastern Sales Manager, was also in town for the event.

She describes Jean Coutu and Laniel Automatic as "very generous" treating all those involved with the service school to a lavish lunch at downtown Montreal's Beaver Club. "They run a very efficient operation here," she said about the distributor.

Davies says Williams, Bally/Midway holds service schools for their distributors about once a year to go over any of the technical changes and enhancements they have made to their games. She says a good example is the



The picture of health: Jean-Guy Hardy of Service Coin, N.B., chats with Rachel Davies, William's, and Jean Coutu, Laniel Automatic.

enhancements they continually make to their diagnostic audit systems in both their pinball and video games. "Cahill shows how operators can best use the system to increase their earnings," says Davies. She adds, "The seminars offer a chance for operators and technicians to get answers to specific questions that they may not have the chance to address at trade shows."



William's Tom Cahill conducts a service school on Demolition Man.



Operators and technicians listen attentively at class in session.

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Atari Merges with Time Warner

Atari Games Corporation, and their wholly-owned consumer video game subsidiary, Tengen, announced they will integrate their operations with Time Warner Interactive Group, a publisher of CD-ROM titles. The three companies will operate under the common name, Time Warner Interactive.

"By combining the resources of these three operating units, we bring together an enormous pool of talent, experience and content to serve the interactive market," said Geoff Holmes, chairman, Time Warner Interactive.

Of the name change, Mary Fujhara of the company says, "Although many of us at Atari Games are sad to be losing our nostalgic corporate identity, we are pleased to be changing our name to one that is highly respected and recognized throughout the world."

Atari Games and Tengen will retain their development and manufacturing facilities in Milpitas. The primary focus for Atari Games will remain on development and marketing creative coin-op products.

American Laser Offers Stock

American Laser Games, Inc. announced on April 13, that it filed a registration statement with the Securities and Exchange Commission with respect to a proposed initial public offering of 2.1 million shares of common stock.

The initial offering price of the common stock is expected to be between $10 and $12 per share.

The syndicate of underwriters of the offering will be co-managed by Cowen & Company and Needham & Company, Inc. The net proceeds of the offering will be used for general corporate purposes.

A copy of the preliminary prospectus relating to the offering may be obtained from Cowen & Company, One Financial Square, New York, NY 100005, Attention: Syndicate Department.

Rowe/AMi Disc Giveaway

Rowe/AMI and Polygram Label Group have announced a double compact disc giveaway program.

For a limited time and while the supply lasts, with the purchase of a Rowe/Ami LaserStar CD jukebox, operators will find in the jukebox a copy of CC Adcock's latest CD, House Rocker. In addition, a special coupon supplied by Hot Hits will be included with each LaserStar CD jukebox purchase.

MLF Cleans Up in Video Lottery

The Manitoba Lotteries Foundation recently released Annual Report for 1992-1993 shows much of the Foundation's revenue coming from video lottery and casinos.

Video Lottery Terminals placed strategically in several areas both urban and rural in Manitoba, raked in $42.9 million in 1993 compared to 1992's $4.9 million, an increase of $38 million.

However, Susan Olynik from the MLF's communications department explains that the 1992 figures in the Annual Report only reflect four months of operation, because the VLT program began in Manitoba on Nov. 15, 1991, whereas the 1993 figures reflect a full 12 months including several new locations and games being placed.

There are currently some 4800 VLTs located in Manitoba beverage rooms and hotels. Similar machines located in the province's casinos are not reflected in the VLT figures stated in the report.

The Crystal Casino's revenue for the year amounted to $18.5 million, a $4.8 million increase from the previous year. The MLF reports this increase due to the extension of the hours of operation, including Sunday opening and the introduction of a new table game, Pai Gow, in the fall of 1992. Casinos Club Regent and McPhillips Street Station opened in June 1993 and revenue generated from them are not reflected in the 1992-1993 Annual Report, which reflects the revenue period ending March 31, 1993.

Charitable gaming, which reflects 42 per cent of all gaming in Manitoba, showed an increase of $2.8 million in sales revenue.

Net income reported for the MLF from all areas of operation totalled $114.1 million for the fiscal year ended March 31, 1993. This was a $42.1 million increase or 58.5 per cent above the net income achieved in the previous year.

The Manitoba Lotteries Foundation is the sole distributor of lottery products in Manitoba and is a partner in the Western Canada Lottery Corporation (WCLC), a regional marketing organization responsible for the development and conduct of lotteries in the Prairie Provinces and Territories.

Midway Seeks Damages

Midway Manufacturing Co. is currently seeking monetary damages from Testron Koin Kits and Stephen Hockman, whom they filed a preliminary injunction against earlier this year for selling enhancement kits for Mortal Kombat.

The kits being sold by mail as Mortal Kombo Kombat contain copies of Midway's game. The injunction prohibits Testron from further advertising and selling the enhancement kits.

AMOA Networking

The U.S. Amusement Machine Operators Association has embarked on a joint venture with TV Phone Inc. and Electronic Data Systems to set up a digital network across the US to network tournament play.

AMOA's National Amusement Network Inc. (NANI) will invite coin-op manufacturers of league games to participate in the networking of their tournaments. This is the first step in a plan that could see game software being downloaded to locations.

Williams has made 50 units of their NBA Jam Tournament Edition available for testing on this system in Kansas and Ohio. Operators should be able to purchase NANI compatible games by 1995. The AMOA predicts 100,000 games to be networked within the first five years.

Canadian Wins VR Award

Liquid Image Corporation, a small Winnipeg based firm, has won the 1994 Mecklermedia Virtual Reality award for market impact. The award is the first ever to be given to a Canadian company and is one of the most prestigious awards in the Virtual Reality (VR) industry.

Mecklermedia Corporation provides information on cutting edge technologies and produces industry related media publications.

The product that earned Liquid Image this year's award for Market Impact is the MRG2 HMD which has been utilized by many institutions from a variety of fields including universities, military, aerospace and entertainment clients. It was also featured in the Aerosmith video "Amazing." Other award winners this year included: Superscape Inc. for software, Virtual Worlds Entertainment for applications, Division Inc. for hardware, Myron Krueger for theory, Kaiser Electro-Optic for market impact and Intel Corporation for art. ❑

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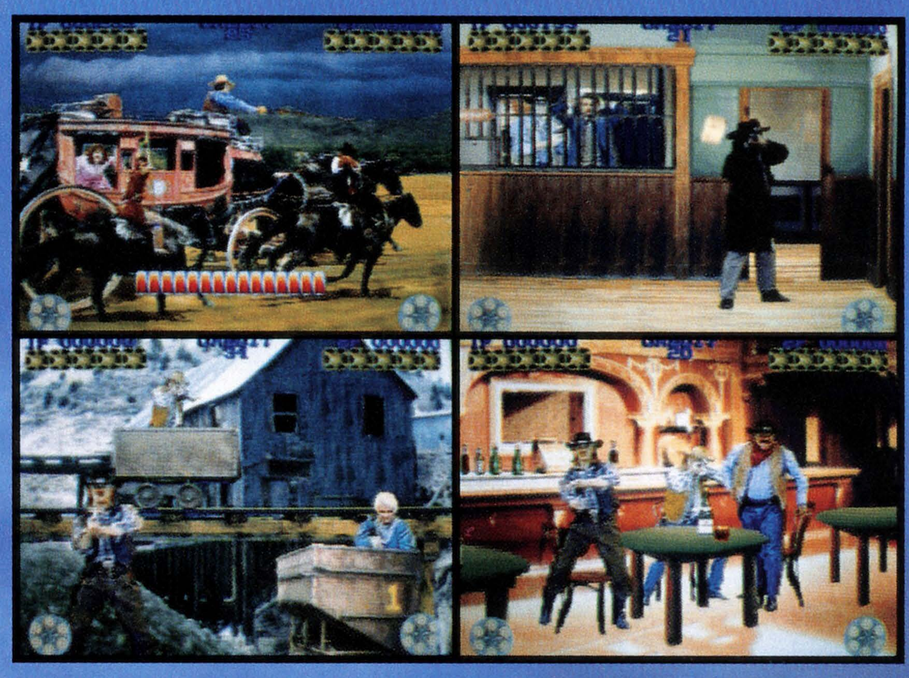
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By now y'all have definitely dulled ya shootin' abilities. That's ok, we've set up this lovely saloon beauty to toss up a few bottles for ya. Once y'all have honed up on ya targets y'all be faced with the ultimate, bein' lured deep into the dark depths of an abandoned mine. Hallucinations or not the dead will be raised to lob tomahawks and their own heads.

Don't forget and always remember if ya shoot a victim y'all will be demoted to posse. On the other hand if y'all are a perfect shot y'all will be starred U.S. Marshall—Yee Haw!

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THE LEGALITY OF REDEMPTION

A look at what government officials have to say about the legality of coin-op redemption games across the country

What could be better? You put a coin in a machine, play for awhile, then when the game is over (depending on your score), you pick up the tickets dispensed by the machine and redeem them for a cute stuffed animal or the cap of your favourite baseball team. Redemption games. They seem so innocent. Well, not according to the government.

In fact, before an operator can install a redemption game, it—like all amusement machines—must be licensed by gaming commissions in provinces and territories across the country. And to be granted a license, it must pass the strict rules governing gambling and betting set out in the Criminal Code of Canada.

The part of the code referring specifically to amusement games states that provincial governments and territories are the only organizations allowed to operate slot machines in Canada.

It defines a slot machine as (a) a machine used for purposes other than vending merchandise; (b) a machine which dispenses objects of different value or if the object dispensed by the machine comes as a matter of chance; and (c) a machine which emits a slug or token. The only exception to both (a) and (b) is if the machine gives away a free game.

While Hal Pruden, a lawyer with the criminal law policy section of the federal Department of Justice, would not say whether redemption games are considered slot machines, he did admit there is cause for concern. "I think there is cause to look at this very carefully," he said.

This kind of ambiguity has operators in limbo. They don't know whether to carry the game and risk being fined and having it seized or to steer clear of redemption altogether. At about $8,000 a game, many are not willing to take the risk. Orly Friesen, president of Amusement Machine Operators of Canada, says the federal government must establish a clear policy on redemption games. He says it made a concession for pinball machines when it incorporated the "free game" clause in the criminal code. So it should be more clear about redemption games. "Individual provinces are having to interpret this as they see fit," says Friesen. "We end up getting a different picture across Canada." That's not fair, he adds. "And until someone tests the system, it will stay that way."

Provinces and territories have different policies regarding how the criminal code is applied to redemption games. Here is a province-by-province and territory-by-territory guide to the legality of redemption games:

"We end up getting a different picture across Canada," says Orly Friesen, AMOC president.

Newfoundland

Jerry Burke, the Chief Lottery Licensing Officer in the Department of Justice, says he has not yet seen any sign of redemption games in Newfoundland. His department is responsible for assessing and licensing all "games of chance" in the province. "If (redemption games) were games of chance, then they would require a license, and we wouldn't license them," says Burke. "They'd be seized."

Prince Edward Island

Barry McDonald, an official with the consumer services branch of the Attorney General, says redemption games would not be licensed. "We would definitely look at it as a gambling device," he says. Why? Because it satisfies the three elements of the definition of a gambling device: when a payment is required to enter, when the game is based on chance, and when a prize is awarded.

Nova Scotia

The Nova Scotia Lottery Corporation has a similar policy on redemption games. "Our position on that particular concept is that if it fits our description of a gambling device, then it will not be licensed," says Clyde Horner, executive director of the corporation. He says gambling devices, as in P.E.I.'s case, are machines which rely on payment, chance and reward for use. Horner says he has not yet seen this type of game in the province.

New Brunswick

Bill Staples, a policy advisor in the Department of Finance in New Brunswick, makes a distinction between "games of skill" and "games of chance." Redemption games based on skill, like basketball and skee-ball, would qualify and be licensed. He says one or two arcades in the province have carried the games but "we seized them because they were gambling devices."

Quebec

So far, redemption games are not being licensed in Quebec, according to Nancy Beliveau, council to the President of the Regie Des Alcools Des Courses et Des Jeux, the body which regulates gambling in the province. She says she has had one request for a license but it was refused. Until she has researched this area more, Beliveau says the games are not being licensed. "We want to know if it's okay with the criminal code. We're not sure," she explains. "For now, if someone has them, we don't know about it."

Ontario

Gary Wood, the director of Investigations at the Gaming Control Commission in Ontario, says he has not heard of any redemption games in the province. "We'd have to take a look at the machine and assess it," he explains. "But the fact is that if it pays off in a tangible way, that would constitute a video lottery terminal and they have not been approved for use in this province."

Manitoba

Peter Ahi, an investigator with the Manitoba Lottery Corporation, says "the question is whether it's a game of chance or a game of skill." While his department is only responsible for licensing games of chance for charitable organizations, he says the local municipality could only license amusement machines considered games of skill.

Saskatchewan

In Saskatchewan, redemption machines found in the province are currently being investigated by the Department of Justice. "There are some concerns that they fall under the conditions in the criminal code," explains Don McRobb, an investigator with the province's Liquor and Gaming Commission.

Alberta

The Alberta government makes a distinction between redemption games of chance and skill. Peter Teasdale, the regional director of the Department of Justice, says redemption games assessed to be pure games of skill don't require a license, according to section 197 of the criminal code. Other types of redemption games, like cranes, "have been defined as a slot machine in Alberta," says Teasdale. Games of chance, he adds, can be licensed but only for charity events and must be operated by the government.

British Columbia

Redemption games would definitely be considered gambling devices in British Columbia. "We would consider it here to be a slot machine," says Bob Swingham, an official at the Public Gaming Commission of the Ministry of Social Services. "If it's awarding prizes, it means the game is no longer simply for amusement." Redeeming a ticket for a prize is considered the same as having the machine dispense a prize, he explains. He has not seen redemption games in the province but is clear on whether they'd be welcome. "They're just not allowed," he says.

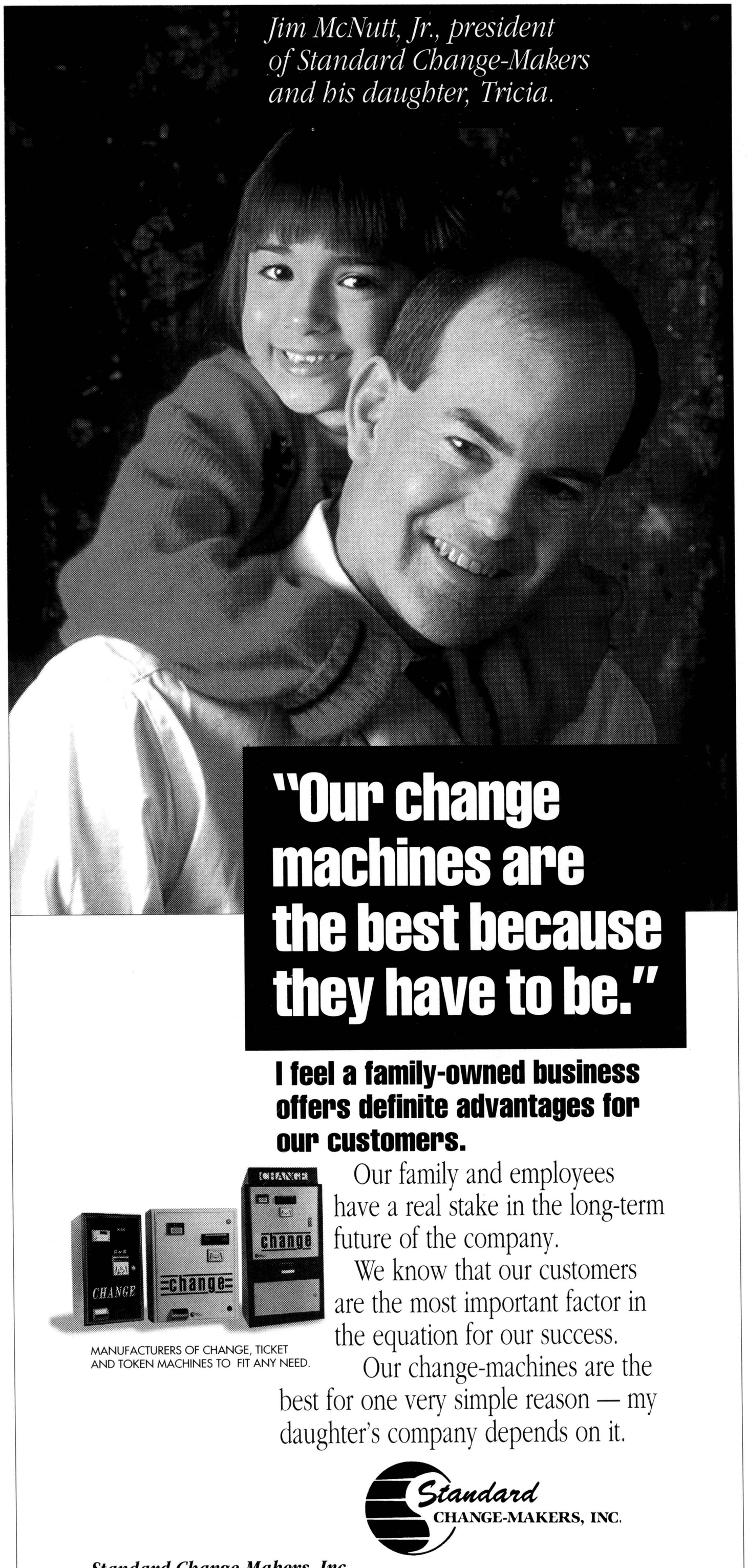
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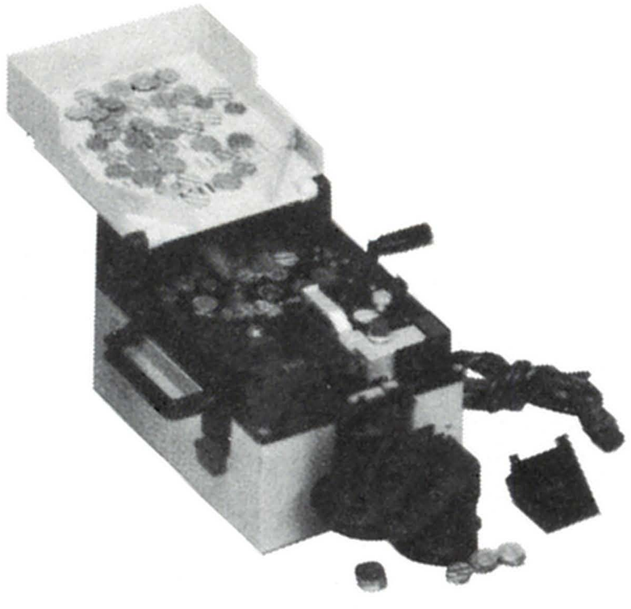
Officials in the Yukon are equally certain. "I would suggest that machine would fall under the criminal code," says Elsie Bagan, manager of consumer services in Yukon. "It would be considered a slot machine." Even if the game is largely based on skill, like basketball and skeeball redemption games, it would still be considered a slot machine, she says, because it dispenses a ticket. She has not yet seen redemption games in the province.

North West Territories

Patricia Severn, a consumer affairs officer, says redemption games would not be allowed in her territory. Only four types of amusement games are allowed: bingo, casino, Nevada tickets and raffles. And all are regulated by the territory. ❑

—By Anne Vis

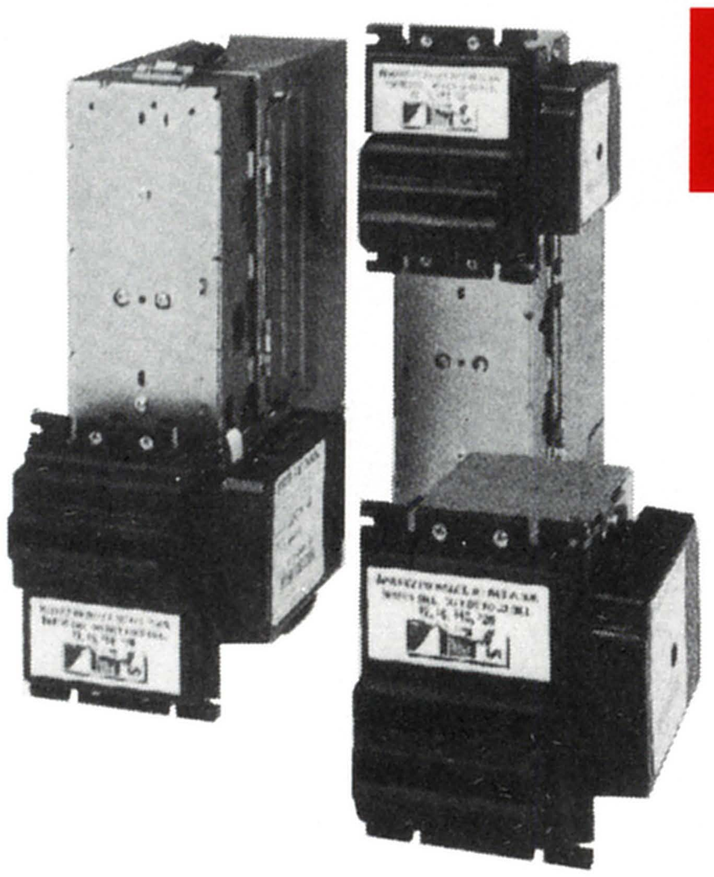




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FUN CITY: A FUN CENTRE

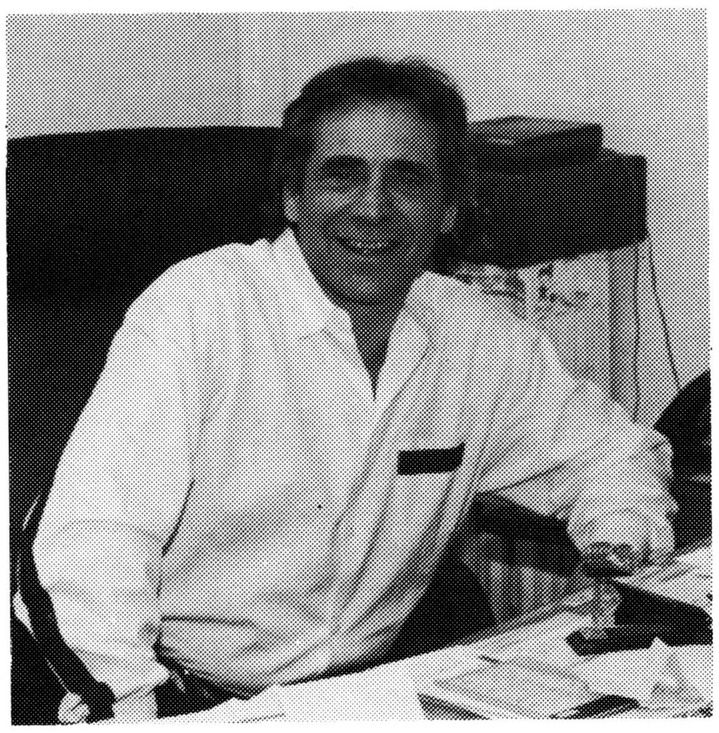
Fun City, in Toronto, is the largest centre of its kind in Ontario and perhaps Canada

You feel a steady breeze on your face. Stepping on the accelerator, you easily pass the driver ahead of you. He glares at you and then looks back at the road. There's only room for one winner on this race track. You cross the finish line after completing the second lap of a 2,000 foot track...You feel like you've just won the Molson Indy.

Stepping out of your electric go-kart, reality hits you like a brick wall. Your race car fantasy has crumbled when you realize you're at Fun City, a family amusement centre. Hardly a disappointment though. This place is pure fun.



The Fun City bus waiting to pick up kids for birthday parties, which accounts for much of Fun City's business.



Stan Budd, part owner and operator/manager of Fun City, Toronto, Ontario.

The games and activities in the cavernous 150,000 square foot warehouse in Downsview, Ont., keep thousands of visitors occupied for hours each week. For $6 (during the week) or $10 (on weekends), visitors can enjoy unlimited fun.

Speed up to 20 kilometres an hour in one of the 33 electric go-karts at Fun City, the first of their kind in Canada. Pretend for a minute you are a professional baseball player facing 90 m.p.h. hardballs in one of the centre's seven batting cages. How does a relaxing game of mini-golf sound? Virtual Reality? Basketball? Pinball?

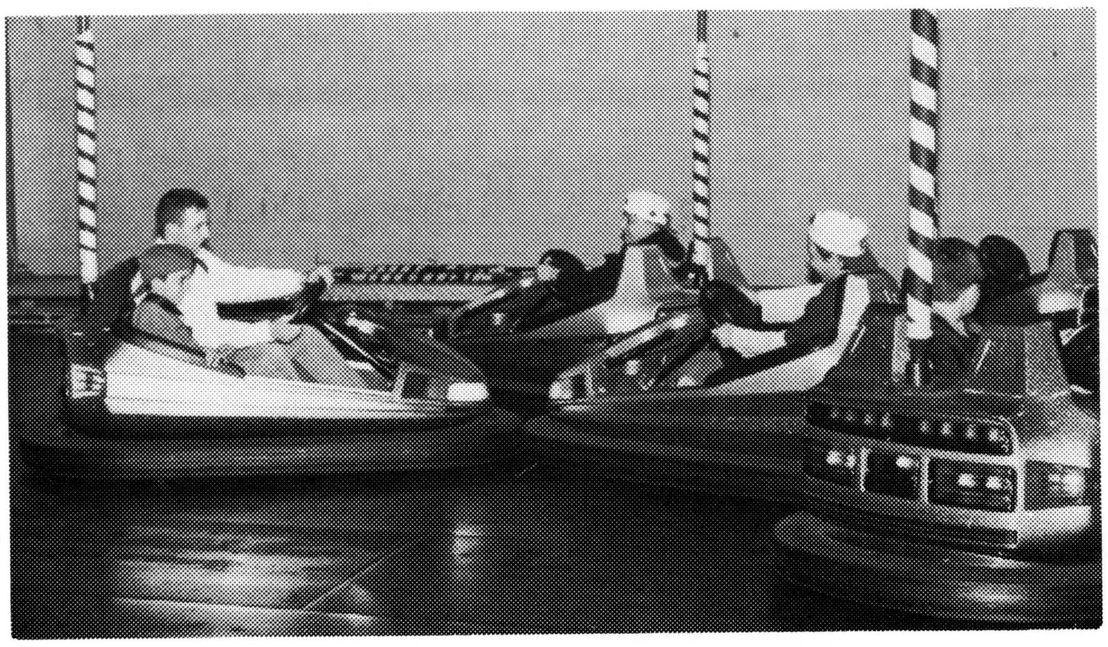
The Idea

This unique, enormous, family-oriented fun centre was the creation of manager, part-owner and arcade expert Stan Budd. With the financial assistance of a few silent partners, Budd bought the warehouse October 1993 and pumped several million dollars into making it what it is today. For two months he worked endlessly to transform the empty space into a child's dream spot. It opened in December 1993.

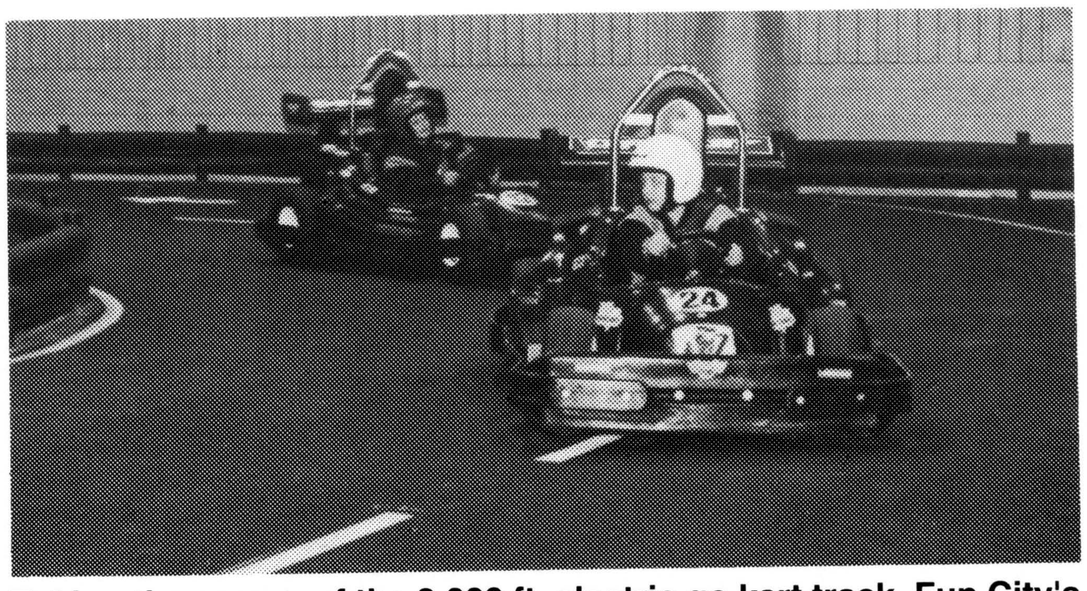
"I had it in my mind for years," says Budd, who used the expertise he has learned operating Funland, an arcade on Yonge Street at Dundas Ave., to make Fun City a success. Budd opened Funland in 1969, the first of many arcades he has since owned. At one time, Budd has owned six different arcades in the downtown Toronto area.

"This," adds Budd, extending his arms wide to include the entire warehouse, "is a grand extension of what has always been in my mind."

Budd hired the design consultancy firm, Forrec, to help him with the layout of the fun centre. "I hired them to polish off my rough ideas," he says. Deciding what kinds of games and activities to make room for in the warehouse was exclusively Budd's choice. And he had no trouble finding a strategy. "We took the five highest earning attractions and put them in one place." High earning attractions such as go-karts, bump-



Kids of all ages enjoy the centre's bumper cars.



Taking the corner of the 2,000 ft. electric go kart track, Fun City's most popular attraction.



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Two Virtual Reality games also attract plenty of attention.

er cars, batting cages and mini-golf.

Budd says he wanted to install a roller-blade rink but there was really no room left. "It would have affected the go-karts and cut into the golf course. A lot of things we wanted to put in we had to eventually take out."

Budd got the idea for Fun City when he visited arcades and amusement parks in the United States. Budd began a year of research into these amusement centres before opening Fun City. He learned of many large-scale family centres in the U.S., but as Budd likes to say, "nobody ever put it indoors." And why should they? Many of the American centres are located in warm climates where visitors can enjoy the outdoor games year-round. But for Budd, a Canadian centre was another story.

"I thought to myself, why not give people up north some fun in the winter as well?" Budd says seriously.

Of go karts he says, "This was the big draw. I told myself, if I can't do this, I don't want to do it."

That's when Budd got his lucky break. He found someone who was able to make electric go-karts, the first Budd says he has ever seen. After that, it was simple. Budd put in a kids play area with slides and cars, an 18-hole mini-golf course, batting cages, bumper cars, 16 different basketball cages with varying levels of difficulty in skill, 25 arcade games (which players must pay for as they play), one virtual reality amusement machine with two different pods, and a cafeteria. And employing more than 90 people along the way.

"It was an idea. I wanted to see if I could do it — to see if it would work," he says. So far so good. Though Budd estimates it will take him at least a couple of years to pay back his initial investment, the centre has been operating on profit since it opened.

Location

Budd says the location of Fun City — on Clayson Avenue just north of Wilson Avenue near Weston Road — is not ideal. "That's the only problem," he explains. Clayson Avenue is less travelled than Wilson Avenue so the bright orange facade of the centre is not visible to passersby. "But the location was the best that we could do at the time (we were looking)."

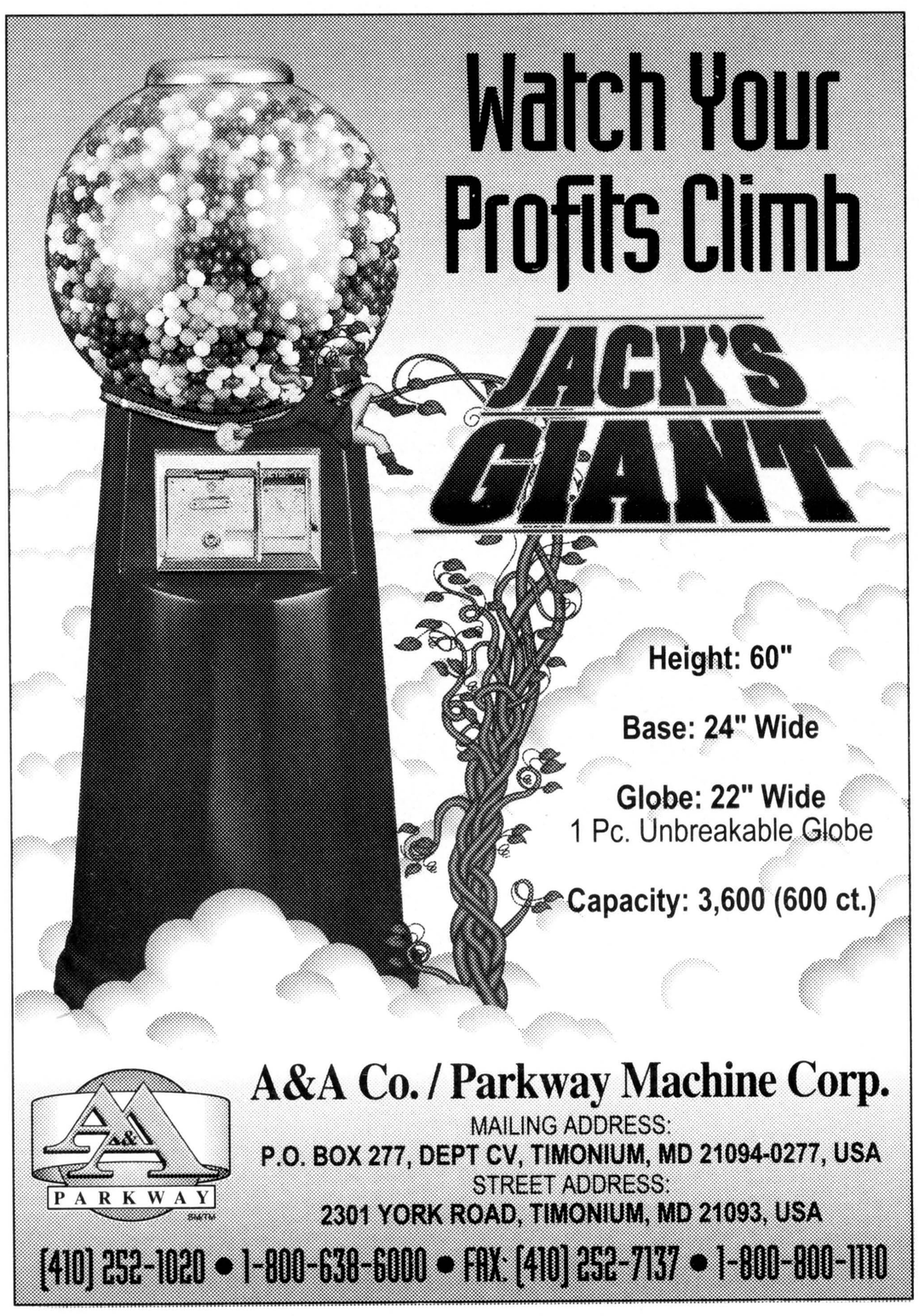
Promotion

Budd promotes Fun City through radio advertising and mailed pamphlets — both effective means, he says. But word-of-mouth advertising is probably the best way to ensure that visitors come back again and again — from the positive experiences of visitors who are invited to Fun City as guests at a birthday party, for example. "We're very busy with parties," he says.

Continued on page 28



Everyone is challenged at the centre's 18-hole mini-golf course.





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THE DISCOVERY ZONE INVASION

Discovery Zone Inc. a chain of unique family fun centres has plans for Canada expansion

Did you ever wonder how to get your kids to use up their endless energy, get them exercising, supervising them at the same time, while you just sit down and have a coffee?

Discovery Zone, Inc. has the answer to that with their FunCenters billed as "a safe, fun, indoor play environment created exclusively for children 12 and under''. With some 165 FunCenters across the United States, the company recently entered the Canadian market beginning with a FunCenter in Brampton, Ontario.

The FunCenters feature eight distinct play areas including Mega Zone, an imaginative, soft padded, play area for children over 40 inches tall, with tunnels and slides, trampolines, waterbeds and lots of obstacles to climb on, over, through, and fall into, all in the name of fun. Mini Zone is a smaller version of the above for smaller kids. Then there's the Skill Zone, which incorporates several redemption skill games that spit out tickets for kids to redeem for prizes. There's also an area featuring kiddie rides, and let's not forget the food at DZ Diner. There's also Starter Zone, an area for infants and toddlers, Quiet Zone, a soundproof room where parents can retreat and still watch their kids, and Party Rooms, three or four per center for birthdays. Admission is charged at the door, everyone wears name tags, and games use tokens only.



Kiddie rides and games are an added attraction at Discovery Zone.

Chuck Gelman, Vice-President of Marketing for Discovery Zone says their biggest business is birthday parties. He says the games are all skill-oriented to "aid in a child's development of hand/eye coordination," but are a secondary focus for the centre.

"The primary focus is the play area," says Gelman, "helping kids become more physically fit."

He says parents, who get free admission into Discovery Zone if accompanied by a child, are encouraged to play with their kids in the play area.

"It's something parents and kids can do together," says Gelman about Mega Zone. "Kids get a big kick seeing mom and dad limp out of there."

Plans for Quebec

In a recent press release Discovery Zone Inc. announced that it has reached an agreement in principle with Belcourt Inc. of Montreal, to form a venture for the development of 15 Discovery Zone FunCenters in the province of Quebec and the metropolitan area of Ottawa, Ont., by Dec. 31, 1995.



Frank Swatton gets tackled by his daughter in Mega Zone to the joy of onlookers. Parents are encouraged to play with their kids.

Discovery Zone will own 51 per cent of the venture and an affiliate of Belcourt Inc. will own the remaining 49 per cent.

Donald F. Flynn, Chairman and Chief Executive Officer of Discovery Zone, stated, "The new venture in Canada represents our continued commitment to expand the Discovery Zone concept internationally. The Quebec market, with its strong demographics and family orientation, should prove to be an attractive addition to our operations." He went on to say that several sites have been selected, some of which are in the lease negotiation process. "We expect to open our first FunCenter in the Montreal area in midsummer," said Flynn.

In addition to the Belcourt venture, Discovery Zones are being developed in other areas of Canada. Blockbuster Entertainment



Melanie, 10, is king of the mountain, while Sally, 9, climbs up to the left and Megan, 9, centre, laughs excitedly at the photographer.

Instant Change for Instant Spending

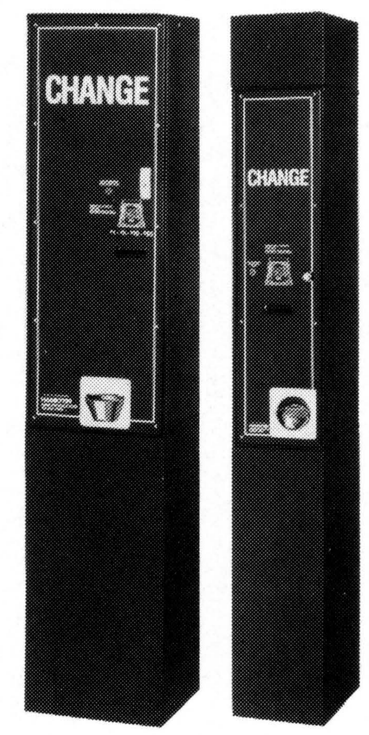


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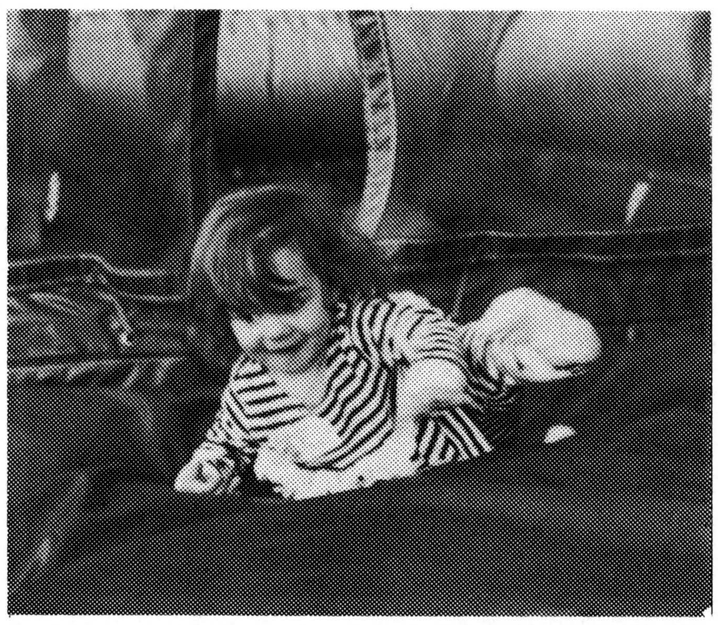
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Corporation has development rights in Toronto and Vancouver and opened its first FunCenter in the Toronto area (Brampton) in December 1993. Discovery Zone is also developing FunCenters in Alberta. The company also has plans for FunCenters in the United Kingdom and Mexico. There are some 200 FunCenters projected for 1994.



This is one waterbed Brittanie, 2, is allowed to jump on in Mini Zone.

Discovery Zone also owns DZ's Enchanted Castle in Lombard, Illinois, which caters to the adult market with its 250 games, bumper cars and other features. Gelman says the company has no current plans to expand this type of centre into Canada.

History

Founded in Kansas City in 1989 by fitness experts Ron Matsch and Al Fong, Discovery Zone was purchased in July, 1992, by the Flynn family of Chicago. At the time of purchase, there were 39 FunCenters in operation, two company-owned and 37 franchised, which have grown to the Dec. 31, 1993 count of 105 company-owned and 60 franchised. Donald Flynn, who serves as Chairman and CEO of Discovery Zone, Inc. moved the corporate headquarters to Chicago in November of 1992, and took the company public in June of 1993, with an initial public offering that raised more than $55 million. Flynn, former chief financial officer of Waste Management, Inc. (now WMX Technologies Inc.) was one of the original investors in Blockbuster Entertainment corporation with its chairman Wayne Huizenga in 1987, and sits on the boards of both Waste Management and Blockbuster. Blockbuster Entertainment Corp., currently with 20 per cent interest in Discovery Zone has the option to obtain 51 per cent controlling interest of the company between June 1994 and June 1996. ❑

—By Sandra Anderson

Fun City: A Fun Centre

Continued from page 24

Fun City is more than just a warehouse full of games. Budd wants it to be a place where people gather together — where parents and children want to spend time. Starting in May, Budd has organized a weekly Thursday night dance at the centre so teens can come, meet their friends and boogie the night away. Budd has also organized a mini-Molson Indy Go-Karts competition beginning June 8, sponsored by Molson Breweries. "I like to see people have fun," he says smiling.

Budd has transformed the look of the centre from a cold warehouse to a warm, welcoming place. Some of the walls are covered with impressive, artistic paintings; some of the poles are painted green, red and blue and adorned with cloth decorations.

As of yet, there are no redemption games in Fun City. However, Budd plans to install ticket redemption games by September 1994. He also plans to put in a mini-Midway with ball toss games and other carnival-like games.

All of the arcade games are operated by tokens only. Budd recently tried to install a debit card system for use with the video games, but says it had too many "bugs". He is currently looking for an efficient debit card system to use in the centre.

In the arcade section of the centre, kids of all ages can spend hours playing the newest, most up-to-date video games in the city. Games like Suzuka 8 Hours by Namco, Outrunners by Sega, the latest version of Street Fighter by Capcom and Star Trek: TNG pinball by Williams. Of installing Sega's new Daytona USA driving game, "We're thinking about it if the price comes down," Budd says. Though figures are constantly changing, Budd says the arcade brings in approximately 20 to 25 per cent of the total revenue of Fun City.

A Bright Future

Budd believes family fun centres will become even more popular. "I think it's the thing of the future," he says, "because the market for family centres can be drawn from everywhere." The market for arcades, he explains, as a comparison, will always be locally-driven. So both types of amusements centres will be in demand.

Budd has lofty plans for his family fun centre idea. Fun City may just be a model for more large-scale centres across the country and in the United States. "But we're going to feel it out for a year first," he cautions. ❑

—By Anne Vis



Users' Reports

"We really liked our first Token Tech, which is why we ordered our second. I'm calling now to order our third."

"The Token Tech eliminates the need to spend hours making up rolls of 20 and 40 Tokens. We are saving enough labor cost to more than pay for it in less than two months."

"The best investment since we bought our fax machine. I can't ever imagine doing business without either one."

"We have good employees . . . The Token Tech removes the temptation for them to become "silent partners" by skimming the till."

"It's great! You should have come out with it 10 years ago."

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"Our Batting Cage Tokens are valued at $1 each. Anyone with a high-value Token should be using a Token Tech."

"We use a larger size Token for our Carwash. All Tokens are sold through the Token Tech. It's accurate, and much faster, and it keeps our people honest."

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"It's working just perfect. We love it!"

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"We were using a system which had the "illusion of control" . . . The first shift manager counted all our Tokens. The third shift manager emptied all the cashboxes, and did a day-end count."

"The Token Tech has simplified our whole operation, and we know exactly where we stand every hour."

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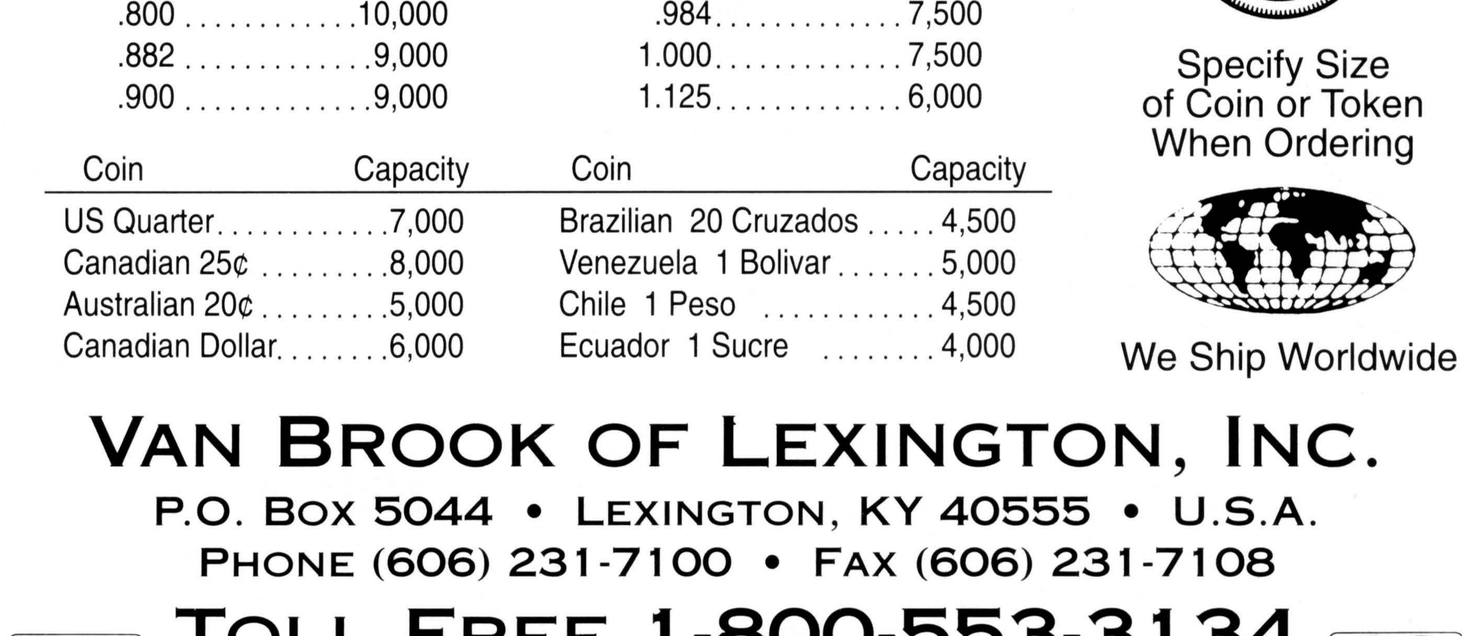
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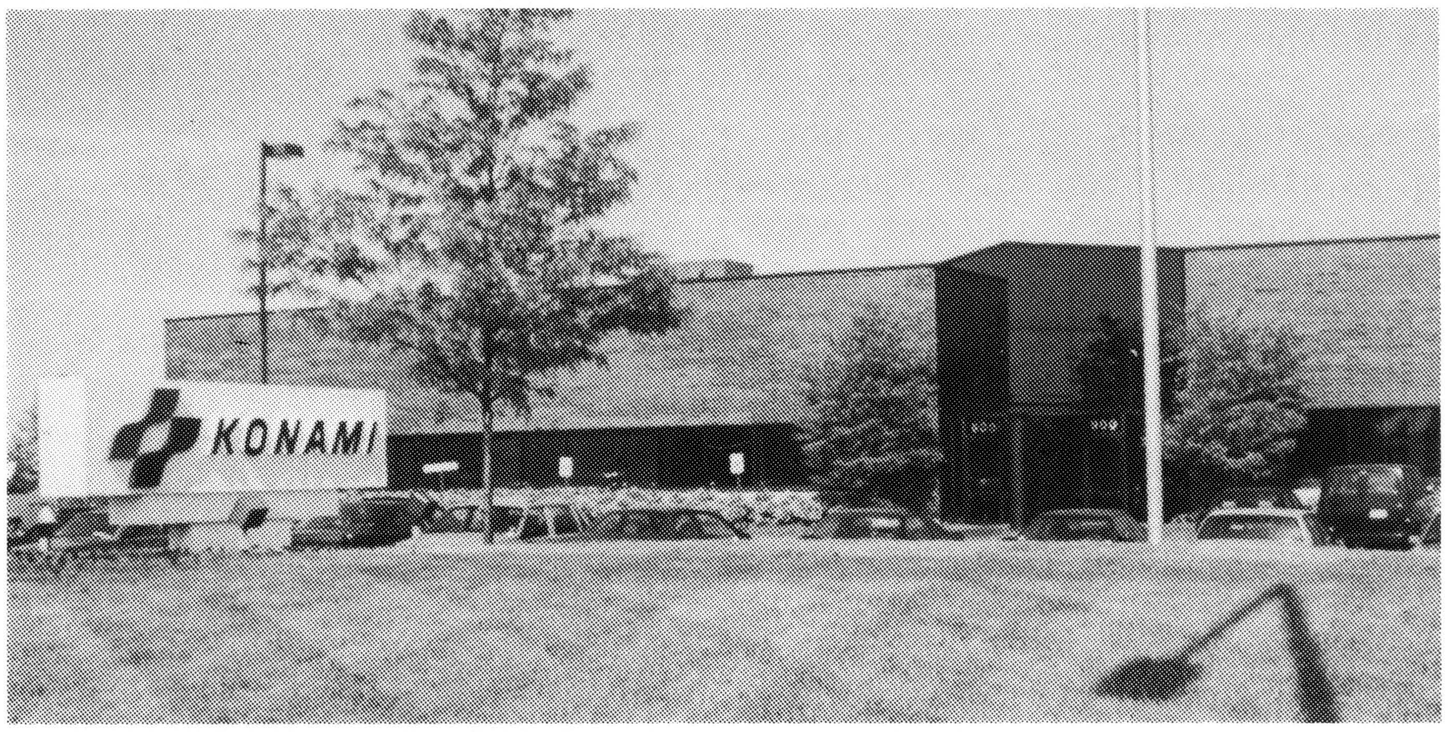
COVER STORY

KONAMI CELEBRATES 25 YEARS

With a quarter century under its belt Konami (America) Inc. is poised for the future

Twenty-five years ago, Mr. Kagemasa Kouzuki began developing and supplying traditional jukeboxes in Japan. Four short years later, Konami Industries, Co., Ltd., was incorporated and an amusement company was born.

Konami's core business has since expanded to include coin-op arcades, Nintendo Entertainment System (NES), Super NES, Sega CD and Genesis, Game Boy and LCD hand-held game titles, as well as hardware and circuitry innovations that span several industries.



Konami (America), Inc.'s headquarters are located in Buffalo Grove, IL. Over 60 people are employed in this building that is the home of the consumer and coin-op divisions for North and South America.



Mike Rudowicz, President, Coin-Op Amusement Division

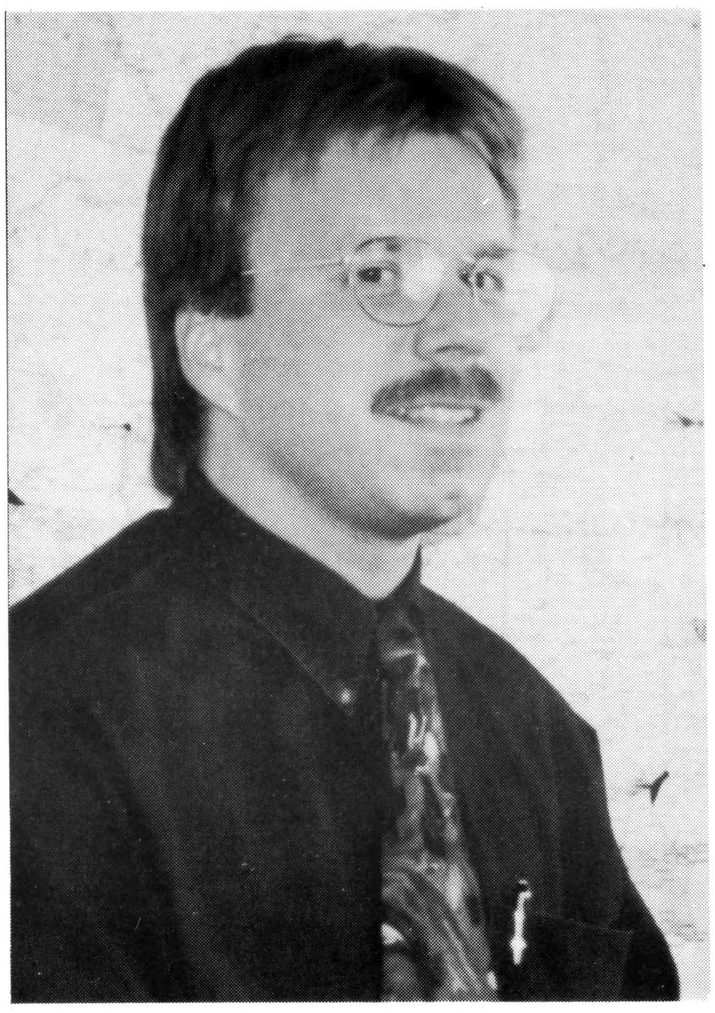
If numbers are a proof of achievement, Konami's add up to success, with over 1000 employees worldwide. There are some 500 research and development specialists on staff and over 100 coin-op titles released in the United States alone.

Konami's quarter of a century in the coin-op industry paves the way for an even brighter future, as it is poised to remain a leading supplier of video entertainment software. The company that developed the coin-op arcade hits, *Teenage Mutant Ninja Turtles, The Simpsons, X-men, Run and Gun* and *Lethal Enforcers*, carries a proud tradition of excellence into all they do.

By parlaying their arcade game expertise into top-quality , action-packed home video game titles, Konami is also among the top three forces in the competitive home video market.

Strong licences, challenging game play, superior graphics and sound capabilities as well as Konami's ingenuity have produced a legacy of titles for both the coin-op and home markets.

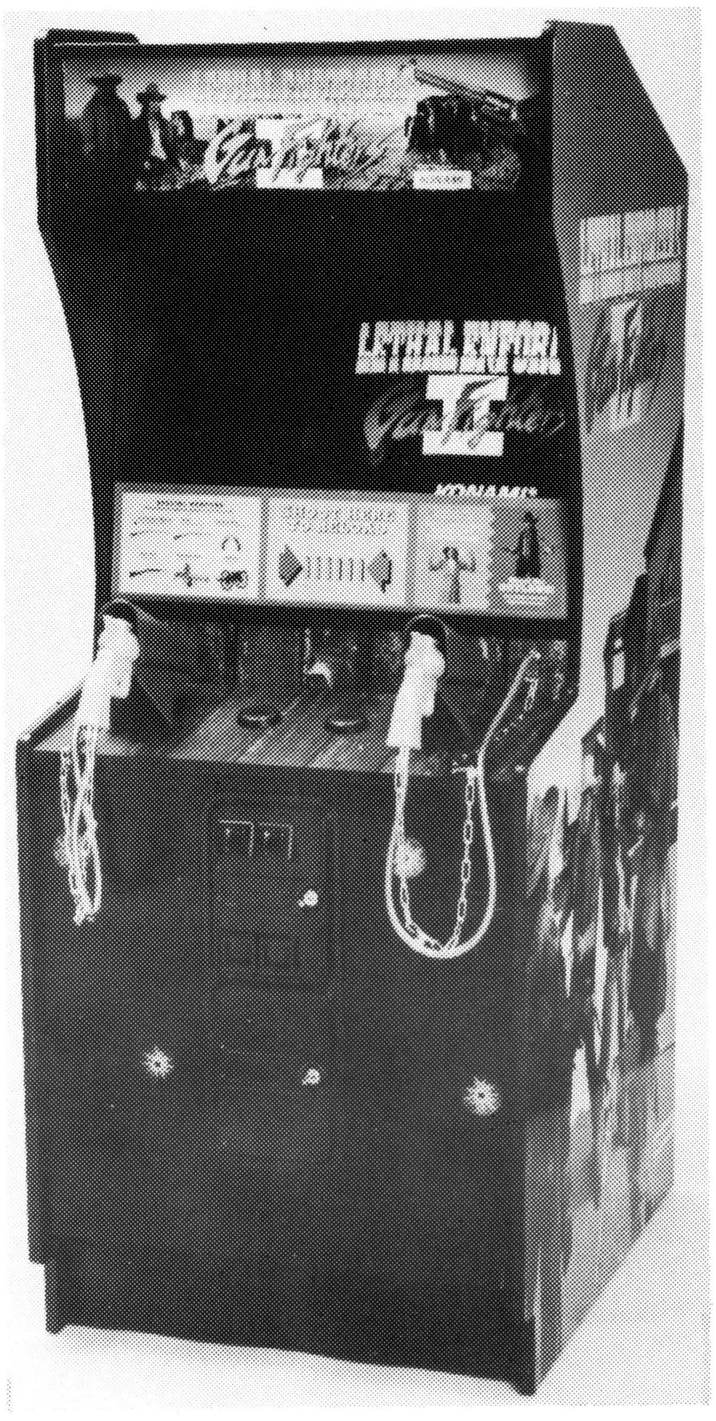
"We're proud of our accomplishment over the past 25 years," says new Konami (America), Inc., president Kenji Hiraoka. "However, we're not content to rest on our past success. We're continuing to invest heavily in vital research and development that will enable us to bring to market the titles gamers want most."



Mark Porwit, Product Manager

Top Earners

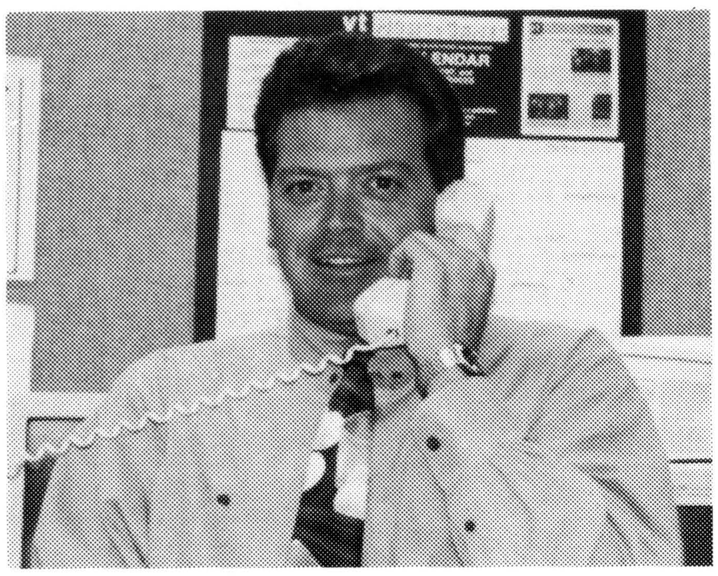
In a recent earnings report from an arcade in Kansas, Konami products captured the



Lethal Enforcers



George Limonez, Parts and Service Manager



Darren Decatoire, Account Executive

top three places with their *Gun Fighters, Racin' Force* and *Run and Gun.*

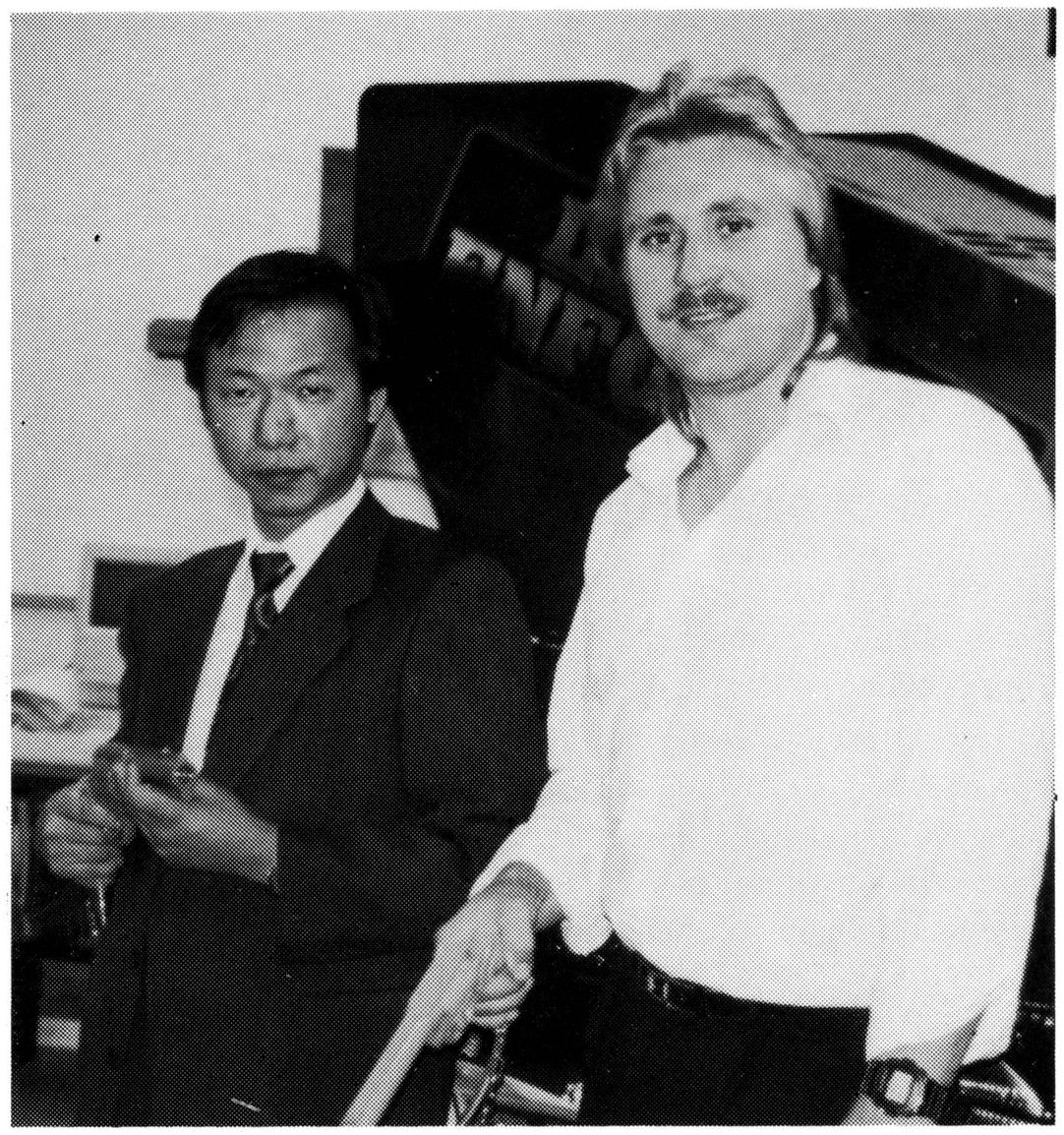
The earnings legacy of Konami's *Lethal Enforcers* continues with *Lethal Enforcers II: Gun Fighters.* Gun Fighters is the two player Western-themed sequel to the *Lethal Enforcers* upright gun game.

Gun Fighters goes back in time and allows players to tame the Wild West. Marksmanship is tested through five extensive levels. Thwart the Villains' Bank Robbery; Stage Coach Hold-Up; Train Robbery; and Saloon Showdown to reach the hide-out for the Final Shoot-Out.

"Gun Fighter's new system board provides enhanced digitized graphics and faster scrolling," adds Mark Porwit, Konami (America), Inc.'s Marketing Manager. "In addition, improved



Racin' Force, 2-player sit-down driving game



Jun Narita and Steve Johnson, Key R&D team members that created Lethal Enforcers and Gun Fighters.

gun sensors allow for better interaction between the gun and monitor."

Racin' Force offers three dimensional racing action. This two-player, dual monitor, sit-down cabinet allows for up to eight-player linkable competition. The game offers four Grand Prix tracks for the player to chose from depending on the player's skill.

"The key selling features of Racin' Force are: realistic game play with 3D-like sound at a moderate price," says Porwit.

R&D Staff on the Move

Konami has recently announced the relocation of select Research & Development teams from their Japan offices to their Buffalo Grove, IL, headquarters.

Konami's long-term R&D goals include construction of a state-of-the-art facility adjacent to the Buffalo Grove offices, scheduled for completion in 1995. In the interim, several teams of Japanese R&D members have been set up in a newly designated area of Konami (America), Inc., headquarters, specially designed to accommodate their ongoing projects.

"The R&D teams have been sent here to work on product specifically for the US market," says Michael Rudowicz, Konami (America), Coin-Op President. "They will be working directly with our staff members here to create exciting 'American-style' games."

Mark Porwit, Konami (America), Inc.'s Marketing Manager adds, "The ultimate benefit of this arrangement belongs, of course, to the operators and distributors who will enjoy the rewards of higher earnings from innovative new games that fit the American gaming market."

Konami (America), Inc., is a wholly owned subsidiary of Konami Co. Ltd., of Japan.

Founded in 1969, Konami is proud to be celebrating its 25th anniversary as a manufacturer of coin-op amusement products and if their past success is any indication, the company is well poised for its future in game development. ❑

TECHNICAL CORNER



WITH JOHN LIIKALA C.E.E.T.

Technical Tips

TIP #1: Problem: To decipher substitution parts on solid state flipper boards for data east.

Solution: The SCR's used in the flipper circuit are a phase control SCR. They have a 200 Peak Voltage and a Forward Current of approximately 10 AMP IT RMS. The gate minimum voltage is 1.5 volts and the type package of the SCR is a TO-220 style.

Due to the on-going 'parts search', this SCR is difficult to find under its original part number. I suggest the following substitutes: SYVANIA ECG 5463, ECG 5465 ECG 5466 and ECG 5468; also TEXAS INSTRUMENTS TIC 116B, TIC 116C and TIC 116D. Any other substitute will do, providing they fall within the above range of specifications.

TIP #2: Problem: To expand the horizontal range on Wells Gardner K7000 series.

Solution: If you are adjusting the horizontal frequency on the monitor, trying to eliminate that one side that has a tear in it, and over-adjusting causes the picture to lose the horizontal sync, try the following: change the C22 from 1 uf 25 W volts to 10 uf 35 W volts. See Fig. 14 for location of this component.

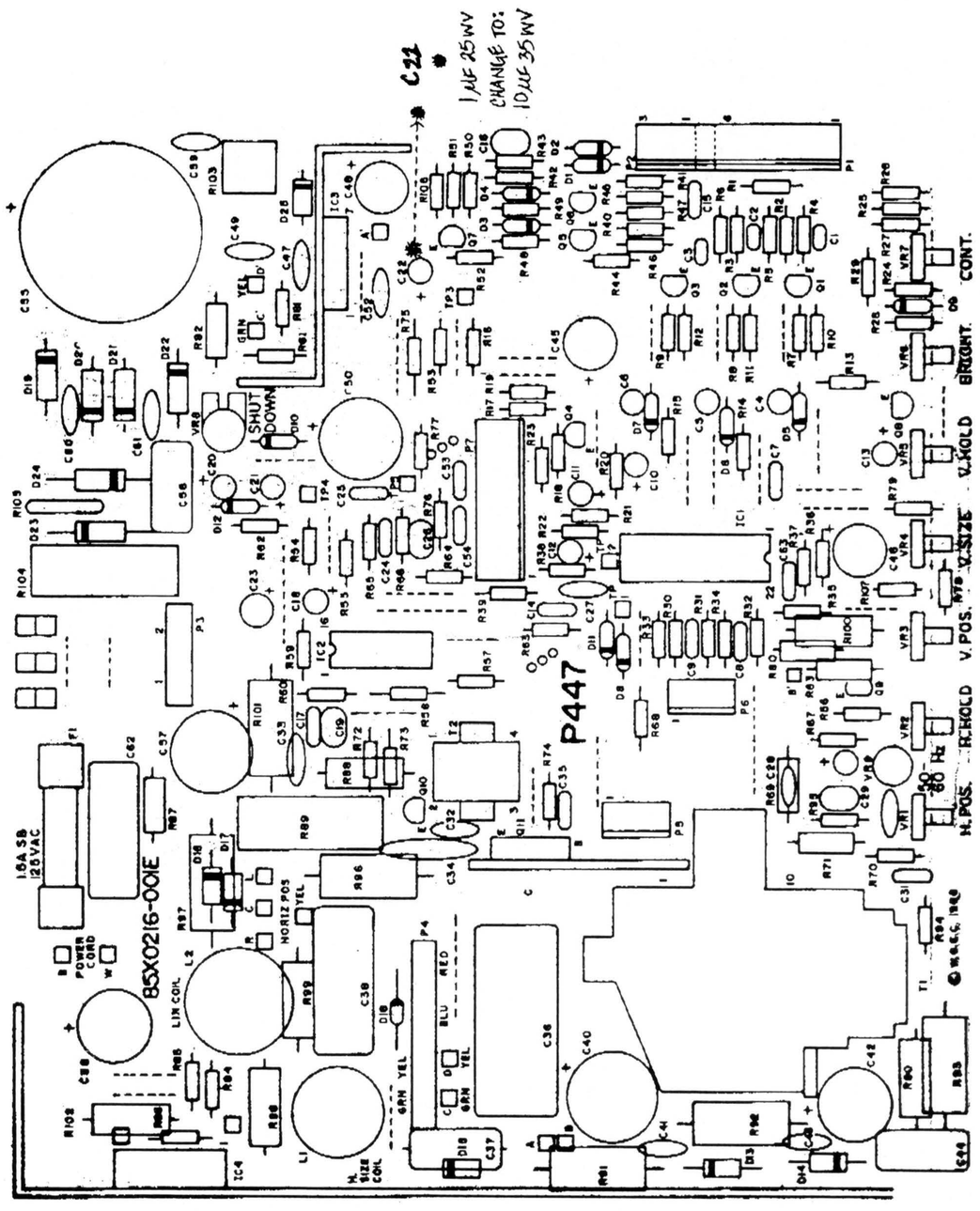


Fig. 14: Main PC Board Layout

TIP#3: Problem: When replacing a plunger and link on your older pinball (with the new-style plunger and link) you find that as the flipper pawl nut and screw is tightened down, the movement of the fiber link is very stiff. Accordingly, the plunger travelling into the sleeve of the coil is greater, and the link of the plunger now hits the coil sleeve.

Solution: Fig. 1, and 2 will give you an idea of the variances in dimensions and thickness of each part relating to the 'old style' or 'new style'. The new link has been modified in such a way that its new thickness and durability helps eliminate the problem of it breaking at the roll pin. The new coil stop has been made more durable and lengthened by approximately .6mm to accommodate the previous problem of its tendency to mushroom or hollow out in the centre. Also, the bushing of the fiber link has been modified. The greater thickness allows the link to move more freely inside the pawl when the flipper pawl nut and screw are tightened.

Note: All sizes are approximate. Illustrations not to scale. If a 'new style' part # A15847-P plunger and link are used in high speed, please note the following: You will find it necessary to use part #02-4676 bushing to install it into the old flipper pawl, for ease of movement, and part #A-12390 coil stop, to maintain the space between the link and coil sleeve.

Fig. 2:



Old Style: Flipper coil stop part # A-122111.



New Style: Flipper coil stop part # A-12390.

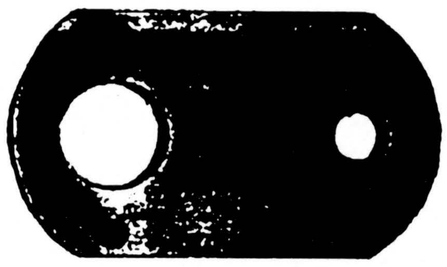
John Liikala is the Technical Service Manager for Canadian Amusement Games Supply in Burnaby, B.C. ❑

Fig 1: Williams Spacers, Plunger and Link Differences

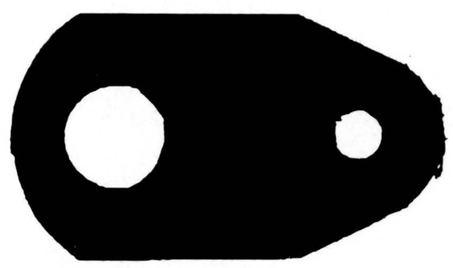


New Style Spacer Part #02-4676

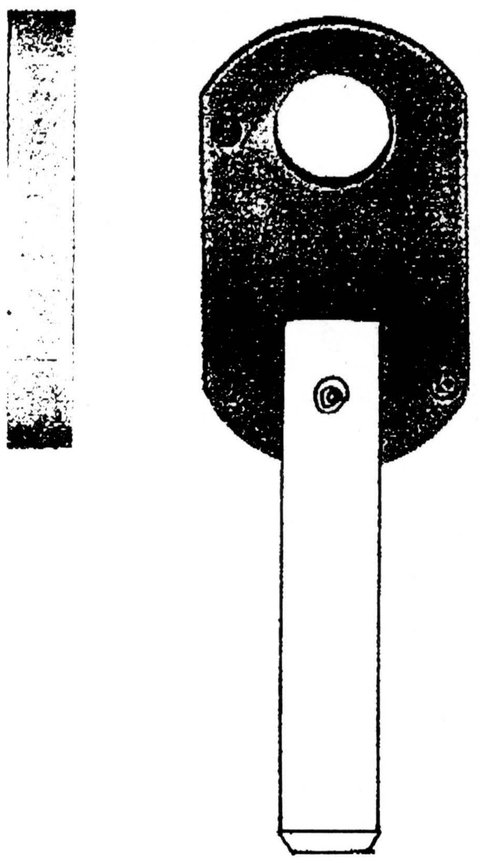
Old Style Spacer Part #02-4179



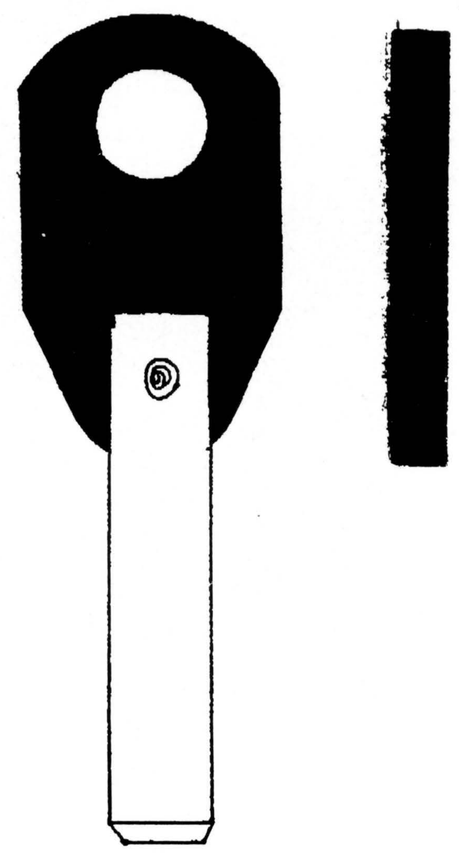
New Style Link Part #03-8753



Old Style Link Part #03-8050-1



Link Thickness New Style & New Style Plunger and Link Part # A15847-P.



Link Thickness Old Style & Old Style Plunger and Link Part # A10656.

WESTERN CANADIANS SHINE AT IFPA CHAMPIONSHIPS

Western Canadian pinball players placed well at the fourth annual AMOA-International Flipper Pinball Association World Pinball championships, April 22-24 at the Clarion Hotel in Rosemont, Illinois.

Hundreds of players representing 6 counties descended upon "Pinball Mecca" for their shot at nearly $25,000 worth of awards and prizes, in IFPA's biggest tournament ever, featuring new players and new champions.

The 100 new pinball machines were provided by manufacturer sponsors Bally/Midway, Data East Pinball, Premier Technology and Williams Electronics Games.

Under the watchful eyes of IFPA tournament co-directors Mike Hawkins and Mike Jensen, veteran IFPA tournament player Dan Wilson battled his way through the competition to capture the Pinmaster Singles Crown, the tournament's highest award. Along the way such notable players as Dave Hegge, Rick Stetta, Fred Richardson, Rick Miller, Bowen Kerins, Dave Stewart and John Ross succumbed to the pressure of intense competition.

IFPA league players showed their mettle in the Pinmaster and Open Team Division. In Open Team it was Canada's Southern Music's entry "Fraser & Fraser" (Jason & Michael Fraser) from Calgary, Alberta, who captured Champion honours. Dalco Music of St. Paul, Minnesota fielded "Doug's Favorite Team" (Paul Madison & Fred Richardson) who won the Pinmaster Team event.



IFPA tournament Co-Director, Mike Jensen, presents the 4th place open singles trophy to Michael Fraser of Calgary, Alberta. Mike represented the league run by Southern Music.

Other division champs included Steve Zumoff (Pittsburgh, PA) Open Singles. Canada placed well here too with Michael Fraser of Calgary, Alberta coming in fourth. Wendy Hollibaugh (Auburn Hills, MI) won Women's singles, Demolition Duo (Julia Slayton & Jason Wedrick) mixed Team, Slick Chicks (Teresa Dery & Julia Slayton) Women's Team, Willy McKinney (Alexander, AR) Juniors 13 to 17, Zachary Sharpe (Arlington Heights, IL) Juniors 12 & under, Kevin Martin & Lyman Sheats (Data East Pinball) Manufacturer Team and Lyman Sheats (Data East Pinball) Manufacturer singles.



Open Team pinball champs, "Fraser & Fraser": Jason (left) and Mike Fraser from Calgary Alberta, sponsored by Southern Music.

Many players crowded around the ever-popular Specialty and Second Chance tournaments.

The Charity Challenge was also a big hit, raising close to $1,000 for the "Give Kids the World" Foundation, a Florida based charity which fulfills the wishes of terminally ill children from around the world.

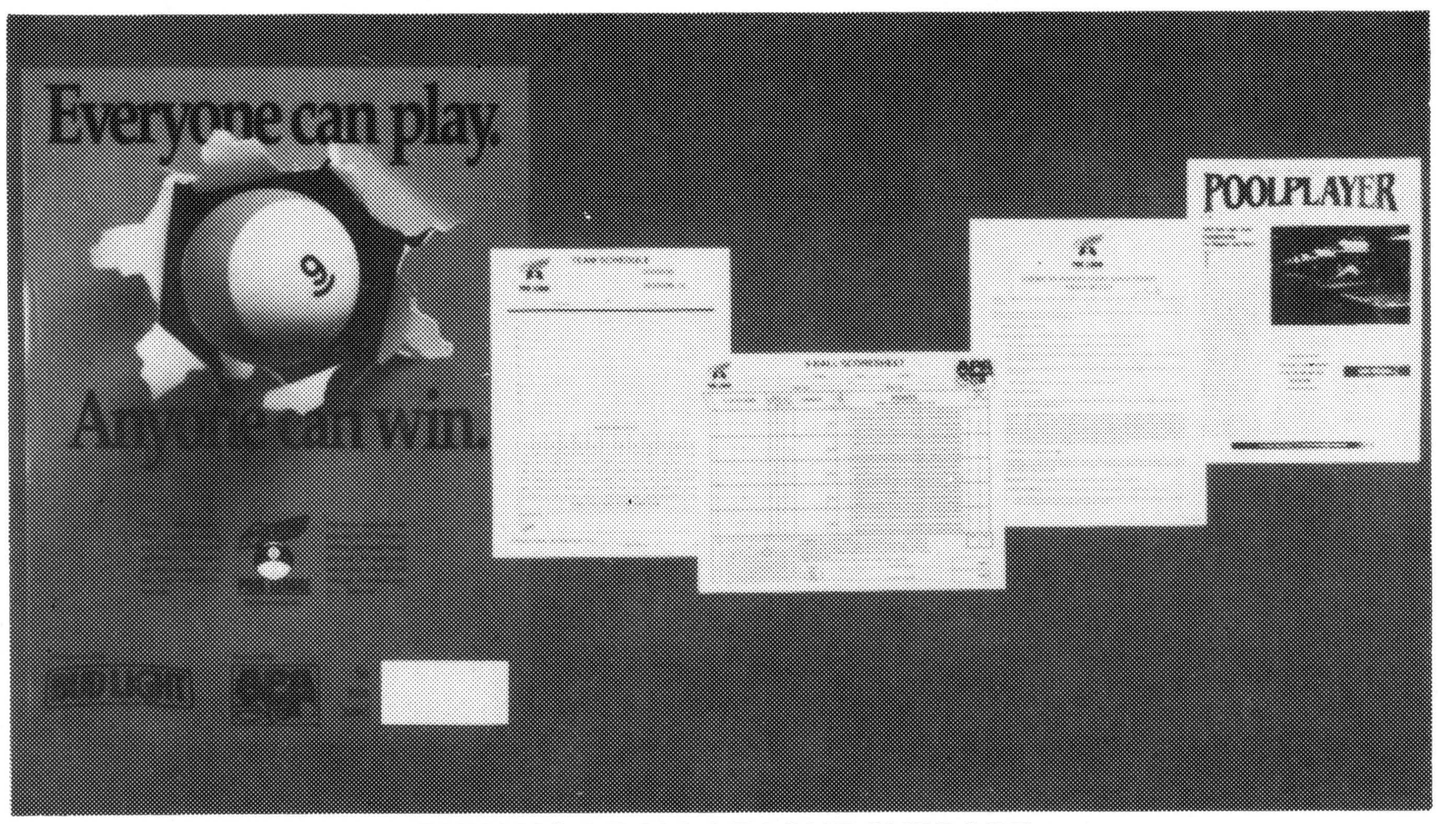
According to organizers, the hi-light of this year's event was the tremendous increase in the number of league players who participated this year. The tournament can now boast that nearly half of its participants are either sanctioned IFPA players or compete in league programs. The remaining players would like to participate in pinball league programs but live in areas that as yet don't have IFPA member operators to manage their leagues.

For more information contact: Doug Young, C/O IFPA, P.O. Box 442, Muskego, WI 53150-0442, Tel: 414-422-0600, Fax: 414-422-0707.

Dynamo Forms 9-Ball League

Dynamo Ltd. announced recently the formation of the Dynamo 9-Ball Pool League with the American Pool Players Association (APA) and Bud Light.

The American Poolplayers Association administers and governs the largest amateur pool league in the United States and Canada. With over 125,000 players participating in weekly team play year-round, APA has tournaments that award prizes more than US$400,000 each year.



DYNAMO 9 BALL LEAGUE SUPPORT

Dynamo has also unveiled a support program for its new league. Program details were explained by Terry Bell, president of the American Pool Players Association. He said, "The Dynamo 9-Ball League is designed to help amusement operators increase location loyalty and increase table revenues with a no hassle program."

The Dynamo 9-Ball league is supported with posters, scoresheets, rules, and team schedules. All amusement operators receive regular issues of the APA newsletter, The American Pool Player, to keep them better informed about league success nationwide.

Dynamo Ltd. is a manufacturer of coin operated amusement games including pool, table hockey, table soccer and video hardware systems. ❑

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Firestone Financial Corp. is pleased to announce that it has formed a wholly owned Canadian subsidiary,

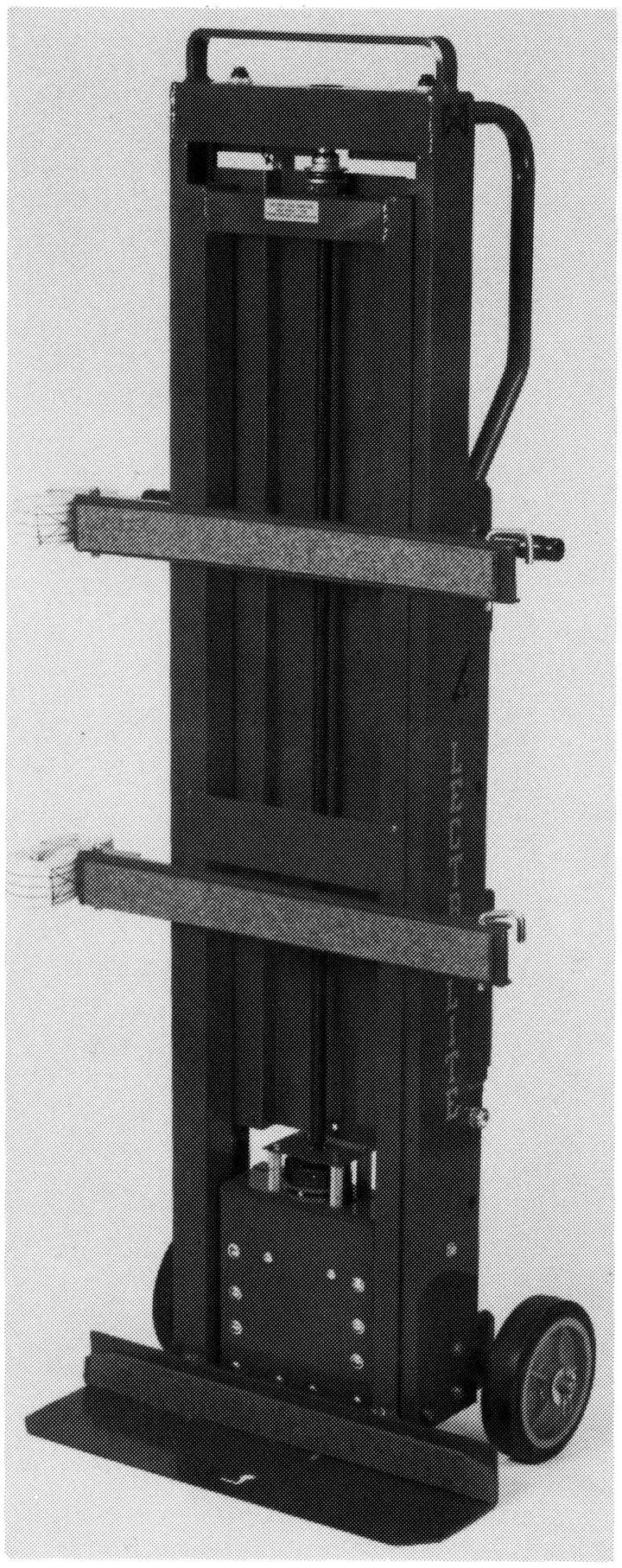
Firestone Financial Canada, Ltd.

to conduct the financing of equipment through distributors and manufacturers for operators located in Canada. Firestone Financial Canada, Ltd. is incorporated in Toronto, Ontario and is now able to handle transactions in all of the Canadian provinces.

For more information, please contact

Mr. Edward S. Yaffe
Firestone Financial Corp.
38 Glen Avenue
Newton Centre, MA USA 02159
(800) 851-1001 or (617) 965-0366

NEW PRODUCTS



Lectro Truck Lightweight

Innovative Moving Systems announces the addition of a new lightweight aluminum *Lectro Truck* that works as a stair climber, load lifter and power tailgate.

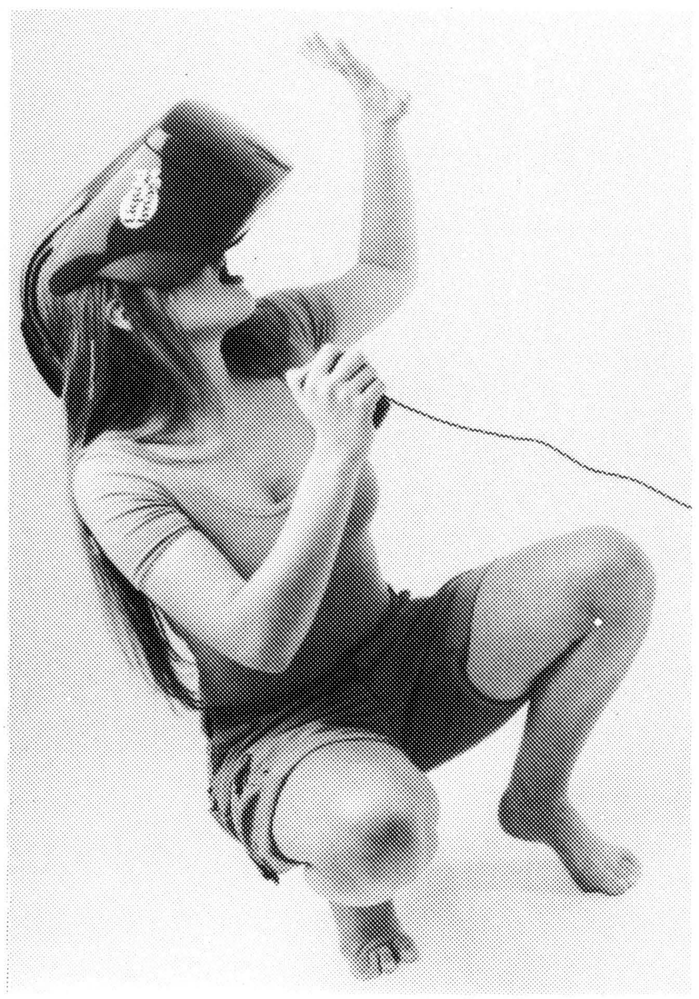
The new *Lectro-lite model LTA5512* combines the same state-of-the-art durable features found on their steel line, but weighs 30 per cent less and will handle up to 1200 lbs. Other exclusive features include a removable deep cycle power pack and a newly designed electro magnetic braking system.

For more information on the new *Lectro Truck* moving system, contact Innovative Moving Systems, Tel: 414-564-6272, or Fax: 414-564-2322.

MRG 4 Head Mounted Display

Liquid Image Corporation introduces the *MRG 4* Head Mounted Display (HMD), a new and less expensive version of its MRG 2.

MRG 4 has the same durability as the MRG 2 and includes the same liquid image optics and design features. It weights 2.5 lbs. and will fit all head sizes, from children to adults. It has a horizontal FOV of 60 degrees and comes in two styles: a rugged version designed for use in arcades and another for customers in less demanding environments. The retail price is $2,199 (US).



For more information on the *MRG 4*, contact Liquid Image Corporation, Tel: 204-772-0137, or Fax: 204-772-0239.

WWF Royal Rumble Pinball

Data East jumps into the ring with *WWF Royal Rumble* pinball game.

This game features Hulk Hogan, the Undertaker, Hitman Bret Hart, Yokozuna, Macho Man Randy Savage and Lex Luger in a match of pinball mayhem. Data East has enlarged the ring to create a larger sized playfield.

WWF Royal Rumble features RIP Jackpot, where you have to raise the Undertaker by shooting his drop targets, or No-Hold Brawl, where you have to knock down and pin some of the world's finest wrestlers to the mat.

For more information on *WWF Royal Rumble*, contact your local distributor or Data East, Tel: 708-345-7700, or Fax: 708-345-7718.





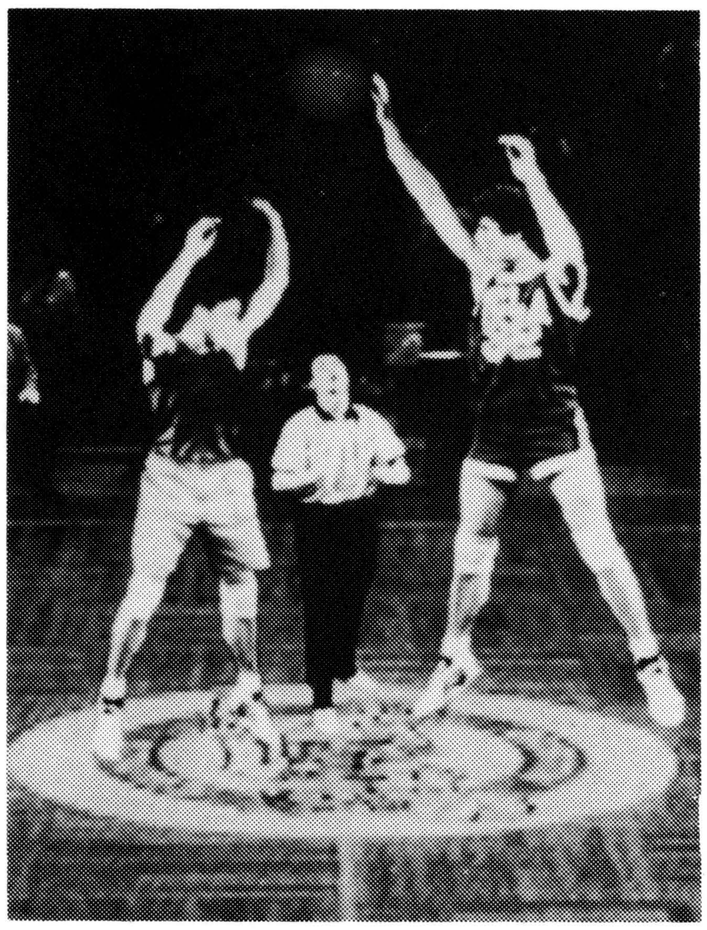
Coin Circus

The American Sammy Corporation introduces a new member to its redemption line, called *Coin Circus*.

At the centre of this operator-adjustable redemption game is a bright, colorful, three-dimensional clown. The clown holds four arms which rotate around in a circle and move up and down. Each arm represents a different ticket value set at various levels of difficulty.

Players drop a coin or token into the arms of the clown. If you miss the shot, the coin will fall into a bonus wagon. The player can then try again. If any player successfully makes five shots, the bonus wagon lets down a cascade of coins similar to a coin pusher paying out a jackpot. The jackpot in this game is paid out in bonus tickets which can be redeemed for prizes.

For more information on *Coin Circus*, contact your local distributor or American Sammy Corporation, Tel: 708-364-9787 or Fax: 708-364-9831.



Virtual Reality Basketball

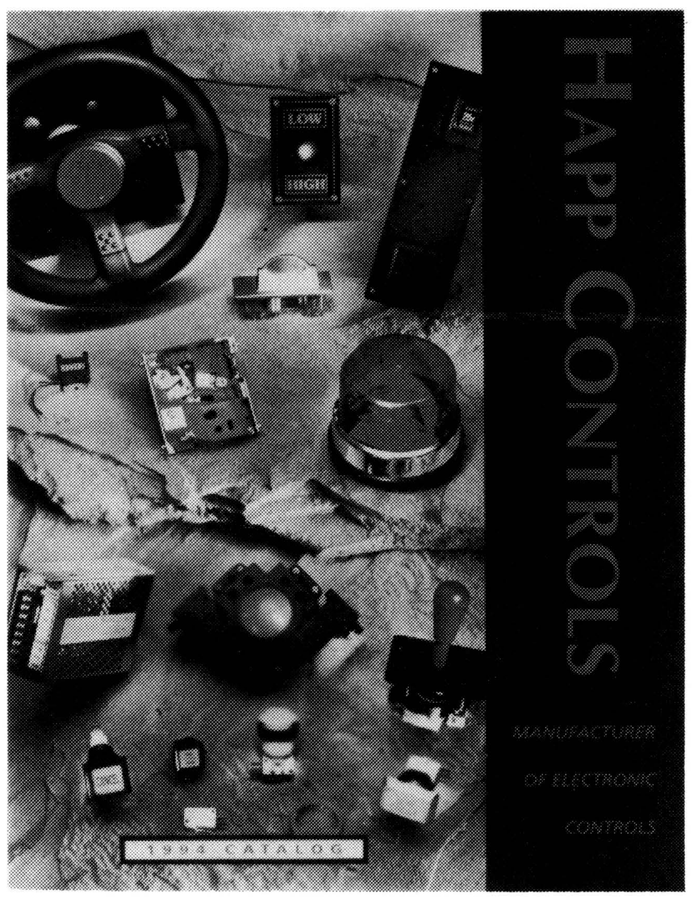
The Vivid Group announces the development of a *Virtual Reality Pro Basketball Simulator* for the Basketball Hall of Fame in Springfield, MA.

The experience uses the Mandala Virtual World System to allow players to step onto a computer generated court and go one-on-one against Hall of Famer Bill Walton, two-time NBA champion.

Stepping into the play zone, players watch as their image appears on a video screen, superimposed onto centre court at Boston Garden. Towering over them on the court is Walton. A computer video referee tosses the ball, challenging you to a tip off against Walton. If you time your jump just right, you can actually soar high enough to take control of the ball. Then you race against the clock to score as many points as possible.

The Mandala Virtual Reality System that the game is based on allows the video image of a player to become interactive with the graphics display on-screen. Players can control the basketball and the on-screen action without physically touching any part of the system.

For more information on the *Virtual Reality Pro Basketball Simulator*, contact The Vivid Group, Tel: 416-340-9290 or Fax: 416-348-9809.



Happ Controls 1994 Catalogue

Happ Controls has released a new fifty-two page 1994 Catalogue.

The catalogue is loaded with new items, including the more than 40 new products introduced this year alone. It features detailed pictures and dimension drawings of the entire line of HAPP products, including joystick controls, pushbutton controls, driving controls, coin/currency controls and a variety of other accessories.

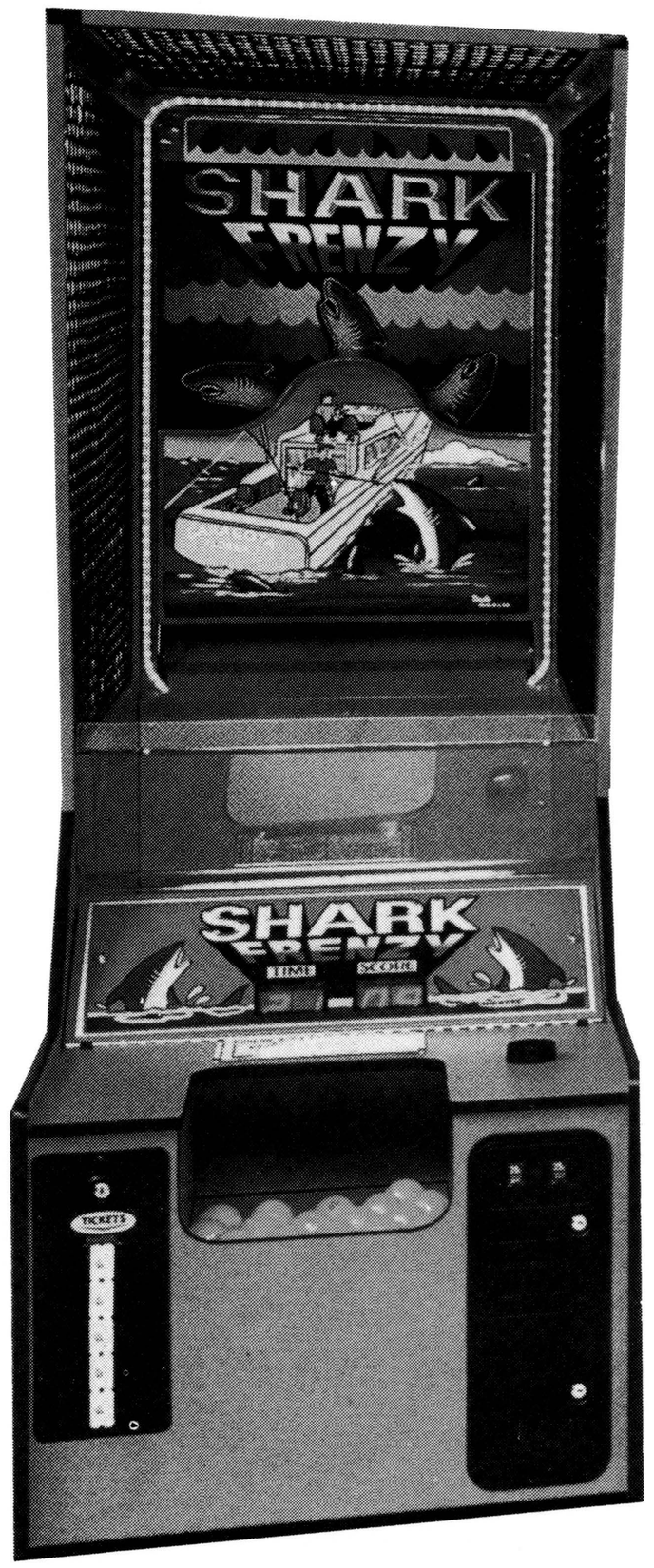
The catalogue also features highly detailed product profiles.

For a free copy of the *1994 Happ Controls Catalogue*, contact Happ Controls Inc., 106 Garlisch Dr., Elk Grove, Illinois 60007, Tel: 708-593-6130 or Fax: 708-593-6137.

Shark Frenzy

Doyle International presents the redemption game *Shark Frenzy*.

The player must throw balls to knock over as many rotating sharks as possible in 30 seconds. It is a one-player game. If successful, the player will win tickets to be redeemed for prizes. Operators are responsible for adjusting the ticket amounts.



For more information on *Shark Frenzy*, contact your local distributor or Doyle International, Tel: 813-366-3735 or Fax: 813-366-5197.

Virtuality Series 2000 System

Virtuality Entertainment Inc. announces its newest series in the virtual reality technology, called *Virtuality 2000*.

The *Virtuality 2000 series* provides 3D texture mapped computer graphics so players can now see real faces and scenery. The system uses 200 mips (million instructions per second) of graphics power in addition to 32 channels of digital stereo sound effects and network gaming within a 360 degree computer-generated world.

The player is immersed in this world by using VISETTE 2 headset, a new lightweight headset. It is lighter (weighing only 1 lb., 7 oz.) and smaller than the previously-available model.

NEW PRODUCTS

So far there are three games available in the system: *Virtuality Boxing, X-treme Strike* and *Zone Hunter*.

With *Virtuality Boxing*, you must stay on your feet and knock out your opponent, in three rounds of heavyweight boxing. If the punches are accurate, all the damage to the opponent's face is delivered in full detail - flying gumshields, swollen lips, bent noses and blackened eyes.

With *X-treme Strike*, the player is engaged in a high speed inter-galactic battle. His/her mission is to pilot an interstellar attack jet with limited fuel through the enemy defenses of the Empire Worlds and to destroy the vital core reactor on planet Zenon.



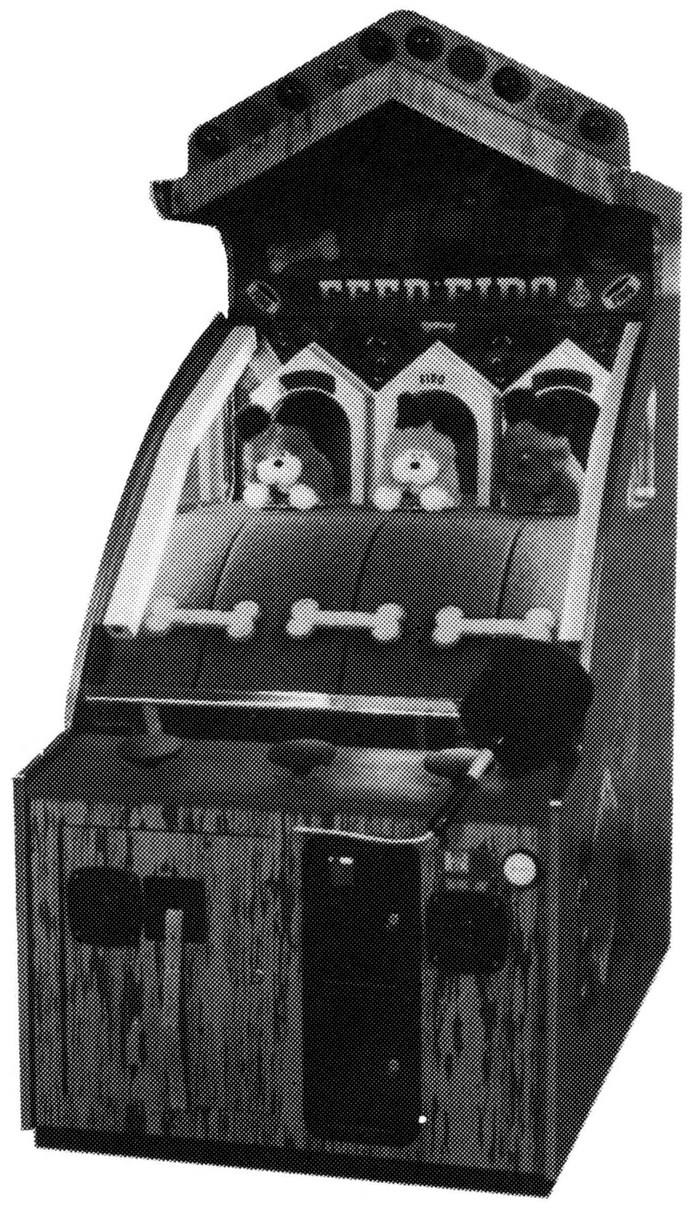
In *Zone Hunter*, the player is a 21st century urban warrior in a deadly mission against the clock to seek and destroy the evil boss of the Genetic Corporation. The player can team up with other players as they move through the mean city streets, alien infested sewers and other deadly zones. The series has both a stand up and sit-down version.

For more information on the *Virtuality Series 2000*, contact Virtuality Entertainment Inc., Tel: 214-556-1800 or Fax: 214-556-1890.

Feed Fido

Coastal Amusements Inc. announces its newest product, a redemption-type game called *Feed Fido*.

When the three soft mallets are pressed, bones are launched upward toward the



doghouse where three dogs are resting. When the mallets are pushed, the dogs emerge from hiding and try to snatch the bones from the air.

Players try to have their dogs catch as many bones as possible in a specified amount of time, which is adjusted by location operators. The machine will dispense tickets which are redeemable for prizes. The tickets and coin amounts are also operator-adjustable.

The game features realistic dog-barking sound effects and lights that flash on the dog houses when a bone is caught.

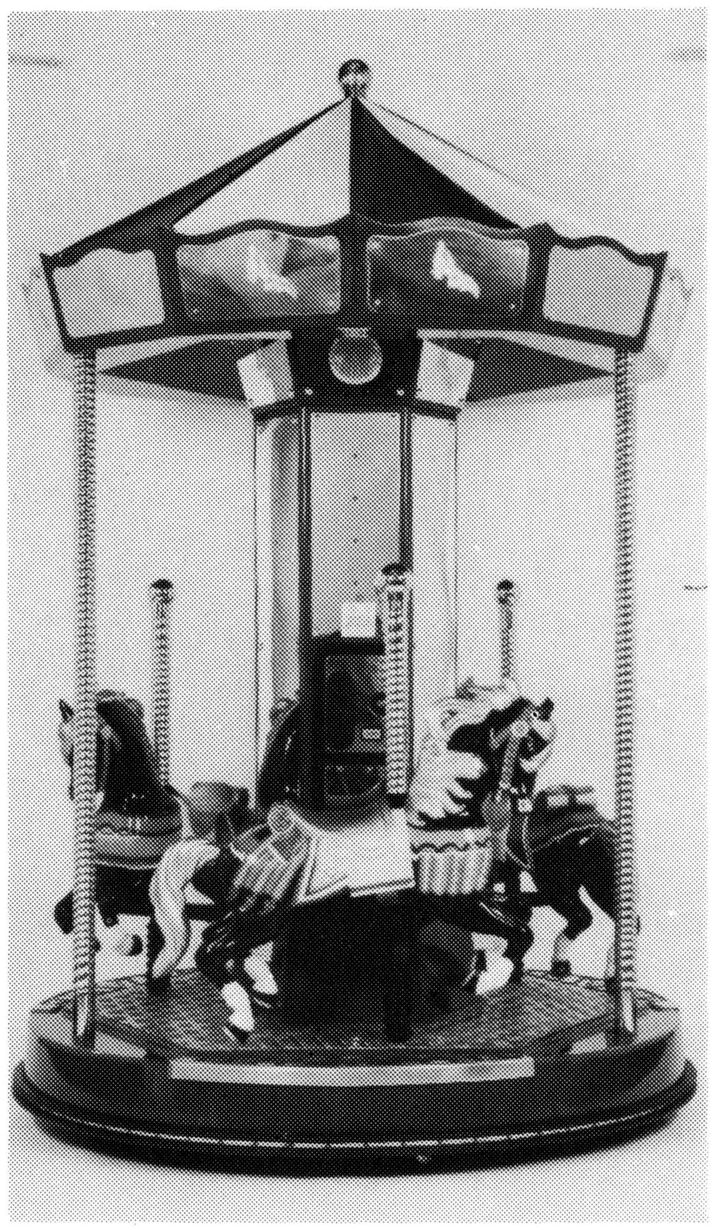
For more information on *Feed Fido*, contact your local distributor or Coastal Amusements Inc., Tel: 908-905-6662 or Fax: 908-905-6815.

Quick Silver Reps Amutec

Quick Silver Development Company is happy to announce it will be representing *Amutec Kiddie Rides* in the U.S., Canada and Mexico.

Full range of models available, from the three horse carousel to the popular fire engine and Rio Grande train. Custom graphics, speech and rides are also available for special orders.

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For more information contact your local distributor or call Quick Silver Development Company, Tel: 510-895-9699 or Fax: 510-895-9747.

Compilation Discs

Entertainment Resources Group, an A.V.L.A. licensed producer of compilation compact discs of new music and classic hits for the disc jockey industry, is making its products available for the jukebox industry.

Available are: *Sizzlin'Sounds Country Hits* and *Sizzlin' Sounds Pop Hits*. Available in a sixteen track format, two CD's every four to six weeks, the discs will feature prominent Canadian artists. In accordance with the license by A.V.L.A., these discs are available on a lease basis and are not for sale.

For more information, contact Entertainment Resources Group, 2320 Tedio St., Unit 1, Mississauga, Ontario, L5A 4A2; Tel: 905-270-7474 or Fax: 905-615-8160.

NEW PRODUCTS



MM1 CD Jukebox

Rowe International presents the new *MM1 CD Jukebox*.

This mid-size jukebox displays titles on 64 CD album covers but operators can remove the blocker kit to display up to 100, eight covers in full view at one time. Machine is 57" H x 33" W x 26-1/2" D.

For more information on the *MM1 CD Jukebox*, contact your local distributor or Rowe International, Tel: 201-887-0400 or Fax: 201-887-2399.





Hanna Barbera Stickers

Peninsula Vending has acquired licenses for *Hanna Barbera stickers*. Included are favourite characters, the Flinstones, Scooby Doo, Droopy, the Jetsons, Swat Kats, Yogi Bear, Tom & Jerry and others.

For more information contact your local distributor or for referral call Peninsula Vending, Tel: 408-978-3588 or Fax: 408-978-9694.

Taito's Jungle ZooKeeper

Taito America Corporation has designed a colorful, family-oriented ball toss game.

In *Jungle ZooKeeper*, players must ensure that every animal in the zoo is fed. Six animated animals open their mouths wide and beg to be fed while players try to toss balls into their mouths.



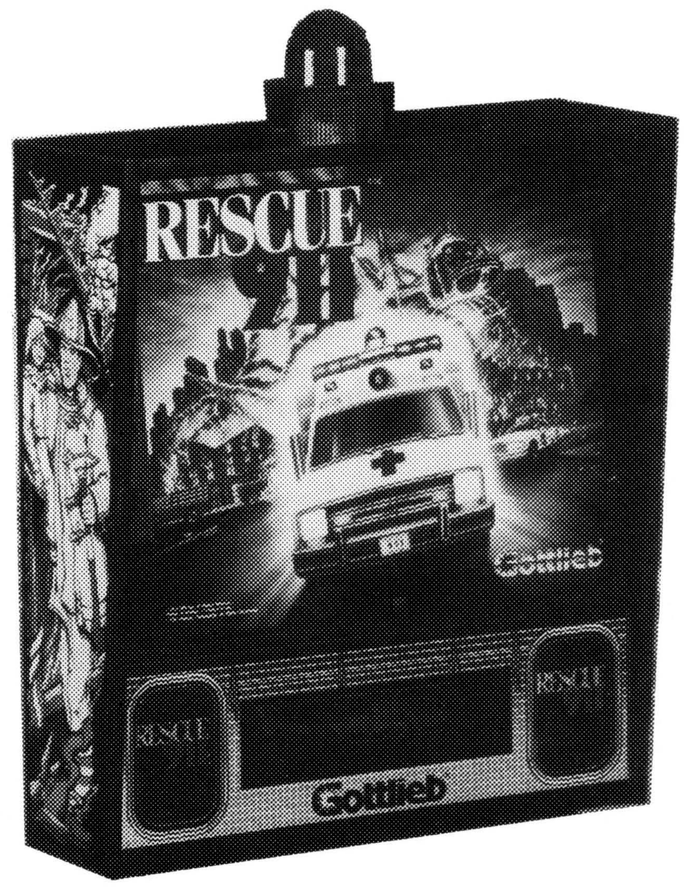
The game features jungle animal sounds and moving targets. It is ticket dispenser-ready and capsule dispenser capable.

For information contact your local distributor or Taito America Corporation at Tel: 708-520-9280.

Rescue 911 Pinball

Premier/Gottlieb introduces *Rescue 911*, a pinball game where players must free trapped victims in the Cave-in-Rescue, combat raging fires in the Wild Fire Rescue and chase down a speeding car in the Hostage Rescue.

For more information on *Rescue 911*, contact your authorized Premier Technology distributor, Tel: 708-350-0400, or Fax: 708-350-1097.





Seeburg Wall Mount Jukebox

Seeburg International Inc. releases the *Wall Mounted Jukebox* (WMJ-1).

Weighing only 120 lbs., this compact jukebox uses a Technics 240 Watts RMS amplifier with separately adjustable channels for primary and optional accessory speakers. It has three optional sound distribution modes and an easy-to-load automated title display showing six disc title cards at a time.

For more information contact your local distributor or for referral call Seeburg International Inc., Tel: 312-247-6555 or Fax: 312-247-8676.

Send your New Product releases including photo to Editor: Canadian Coin Box Magazine. ❑

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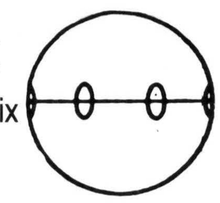
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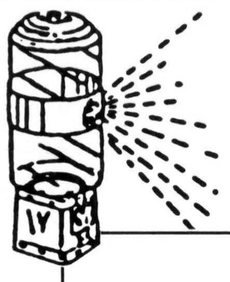


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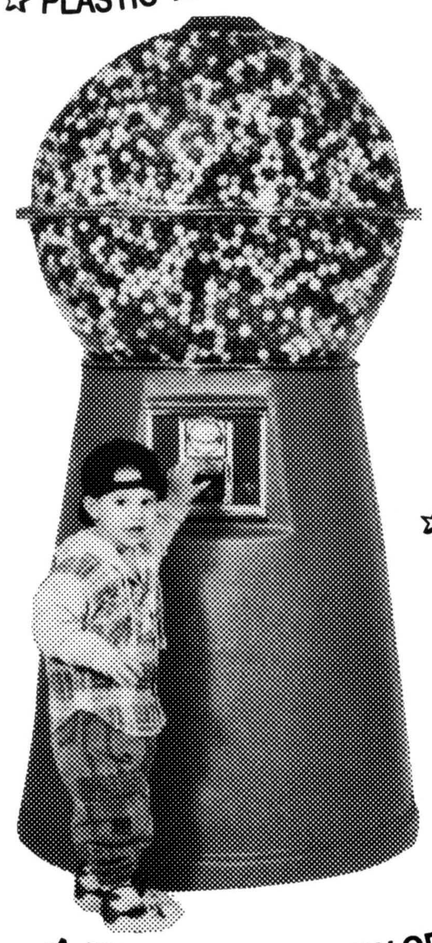
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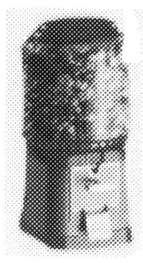
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CALENDAR OF EVENTS

NCSA Trade Show

July 20-23, 1994. National Coffee Service Association at Chicago Hilton & Towers, Chicago, IL. Contact NCSA, 703-273-9008, fax: 703-273-9011.

Billiard Congress Trade Expo

July 21-23, 1994. Billiard Congress of America International Trade Expo, Sands Expo & Convention Center, Las Vegas, NV. Contact: Frank Zdy at 619-278-3877.

AMOA Expo 94

Sept. 22-24, 1994. Amusement and Music Operators Association's annual expo. Held at San Antonio Convention Center, San Antonio, Texas. Contact the AMOA at 312-245-1021.

OCSA '94

Oct. 28-29, 1994. The Ontario Office Coffee Service Association, convention at the International Plaza Hotel & Conference Centre. Contact: Pamela Foster, 416-510-8036.

QCSA '94

Oct. 29, 1994. The Quebec Coffee Service Association is holding its annual show and convention at Sheraton Hotel in Laval. Contact the QCSA at 514-444-7666.

NAMA 1994

Nov. 3-5, 1994. National Automatic Merchandising Association's national convention & trade show, Georgia World Congress Center, Atlanta, GA. Contact: NAMA at 312-346-0370.

ACME '95

March 23-25, 1995. American Coin Machine Expo at the Reno Convention Center, Reno, NV. Contact: William T. Glasgow, Inc., 708-333-9292.

Forward your Calendar details to: Canadian Coin Box Magazine, 106 Lakeshore Rd. E., Ste. 209, Port Credit, Ontario, L5G 1E3, Tel: 905-271-1366, Fax: 905-271-6373

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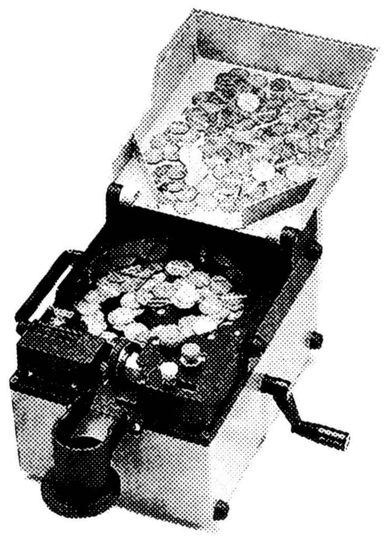
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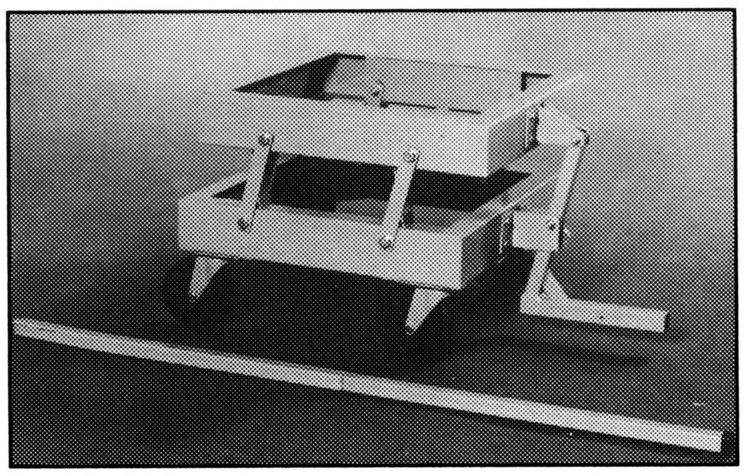
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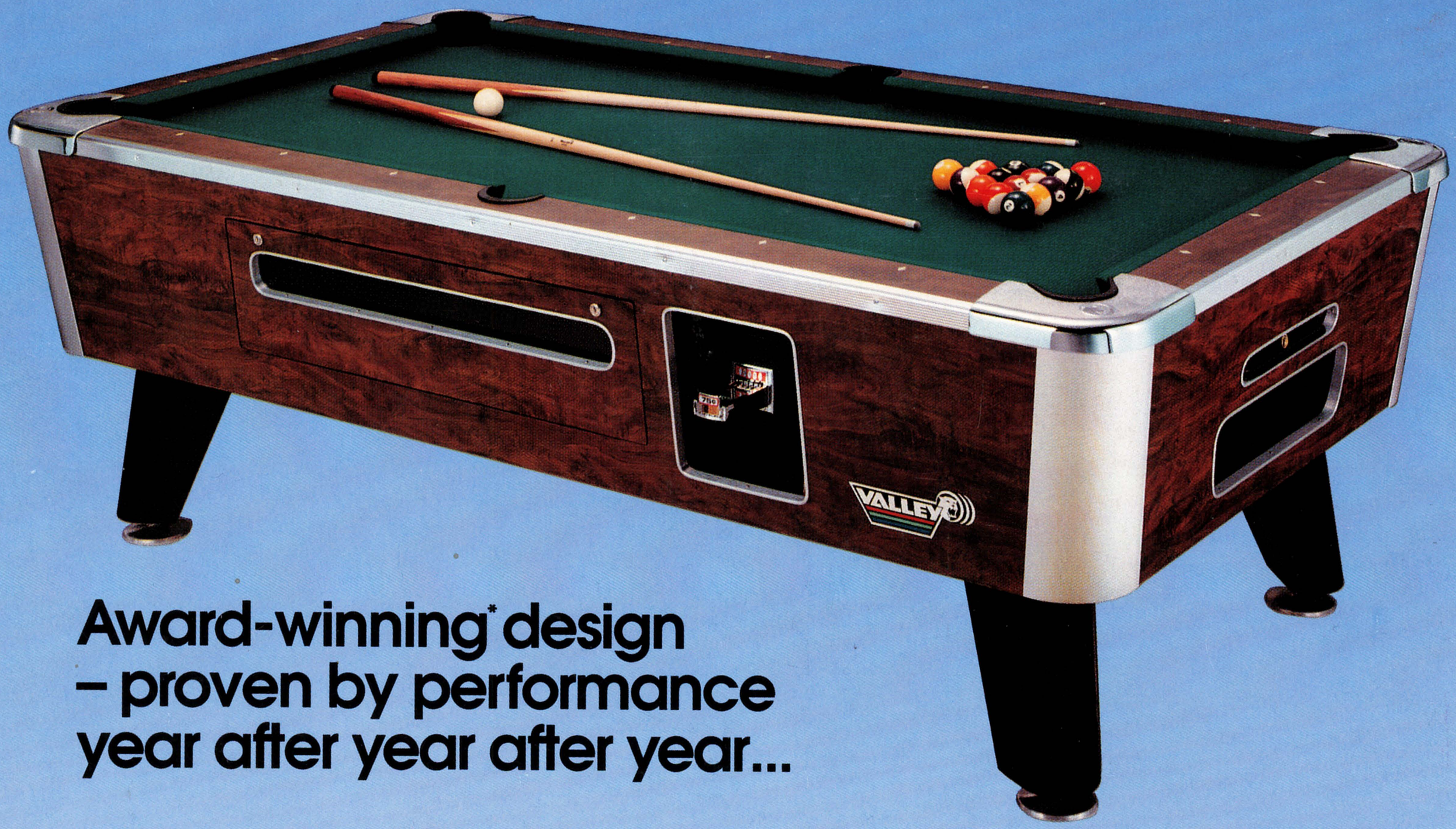
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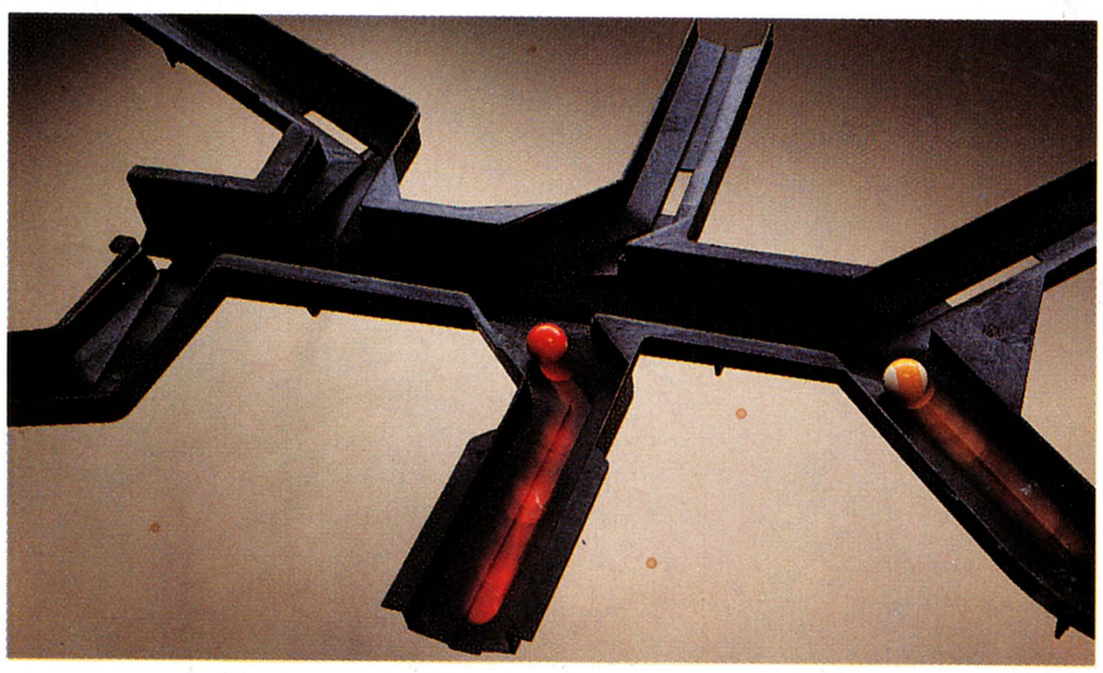
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